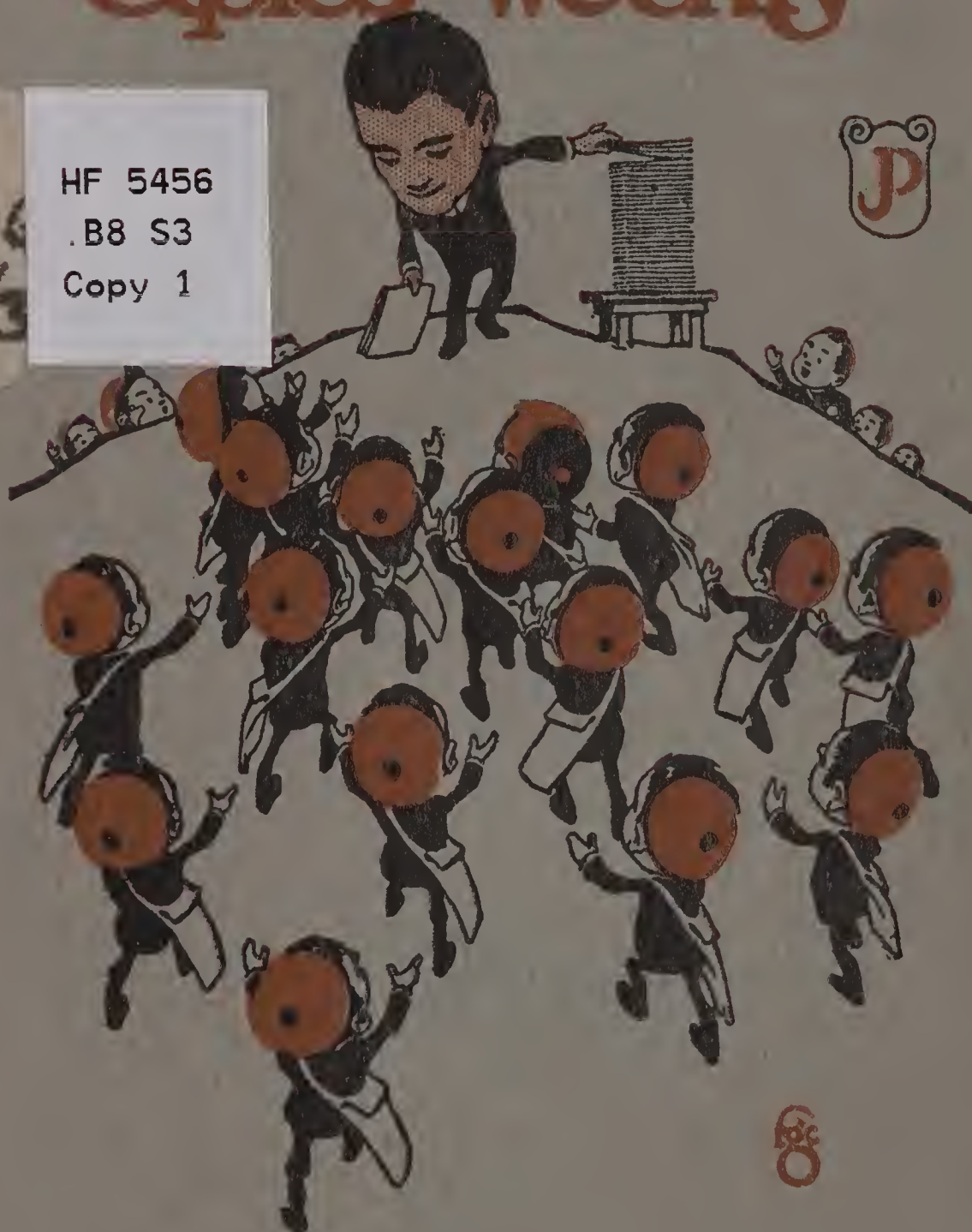


# HOW To Sell 100 Copies Weekly

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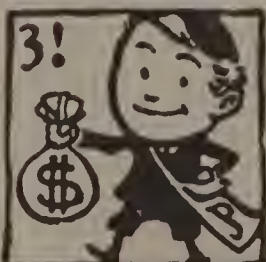
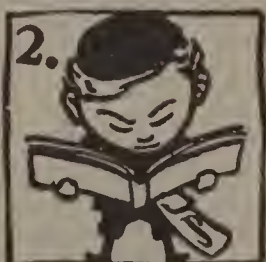
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# HOW to sell 100 copies weekly

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Decorated by F.G. Cooper "fgc"

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Circulation Department  
The Curtis Publishing Company  
Philadelphia



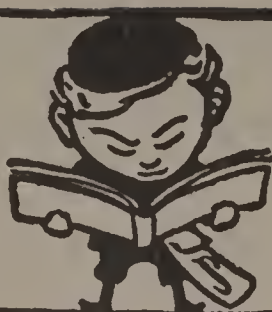
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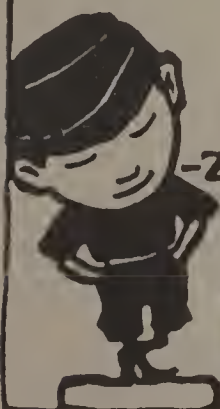
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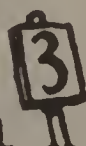


The Boy  
who halted on  
third base to  
congratulate  
himself failed  
to make a  
home  
run

caw!



-z-z-z-z-









## CHAPTER I

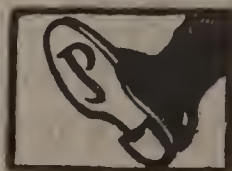
# HOW TO BEGIN

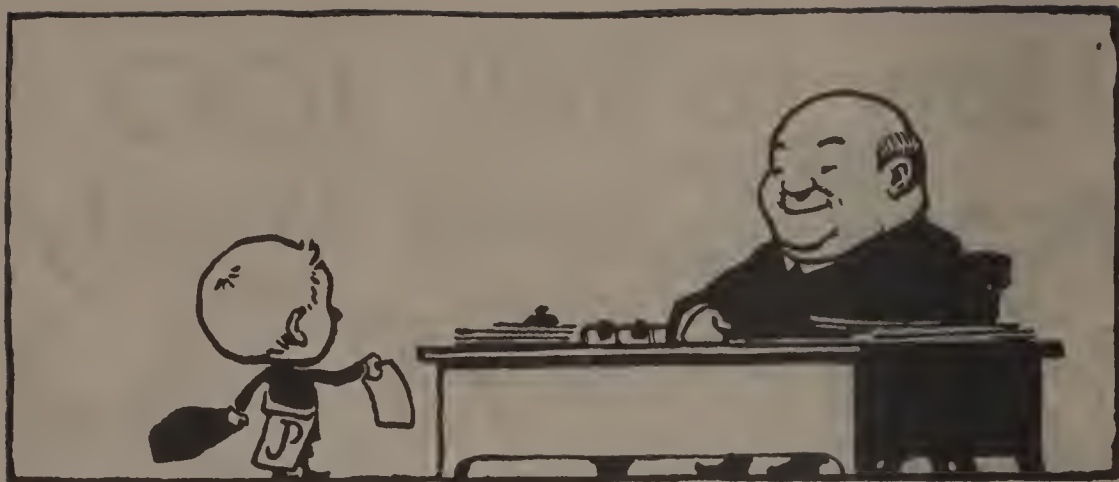
**T**HE SATURDAY EVENING POST believes that you can make good, as hundreds of other Post boys have done. You have just as much nerve, spunk and stick-to-it-ive-ness as the next fellow. All you need to know is *how*.

In this little book we shall show you *how* to begin, *how* to sell 100 copies of THE SATURDAY EVENING POST and 50 of THE COUNTRY GENTLEMAN each week, and maybe 50 of THE LADIES' HOME JOURNAL each month. We are going to tell you *how* to make money, *how* to earn splendid prizes, because we believe you in turn will show us you have nerve and spunk and stick-to-it-ive-ness enough to make a good salesman.

## The First Steps

The best way to start is to ask several persons whom you know to buy THE POST from you each week. Go to your relatives, friends and neighbors. Tell them that you are selling THE SATURDAY EVENING POST, that you are going to start a bank account of your own, that you are going to earn some splendid prizes. They will be glad to buy THE POST from you. In this way you can easily get a list of ten or twelve regular customers at the very start.





## Steady Customers Are Best

Steady customers are best—much better than the casual buyers you meet on the street. When you have a list of twelve “steadies” you can deliver one week’s copies to them in half an hour and spend the rest of your spare time getting more regular customers.

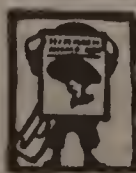
Some boys unwisely try to sell *THE POST* *only* to chance customers. Such boys sometimes spend all Thursday afternoon in selling their supply; on rainy days they have trouble in selling any. Make it *your* plan to get *steady customers* to whom you can deliver early every Thursday.

Have your mother or father make up for you a list of the names of persons whom they know. Call on these persons next, after your relatives and friends. Tell them that you are selling *THE POST*, that you are earning your own spending-money. Tell them you’re going to earn prizes. Most of them will clap you on the back and say, “Good boy!” People like a boy with ambition.

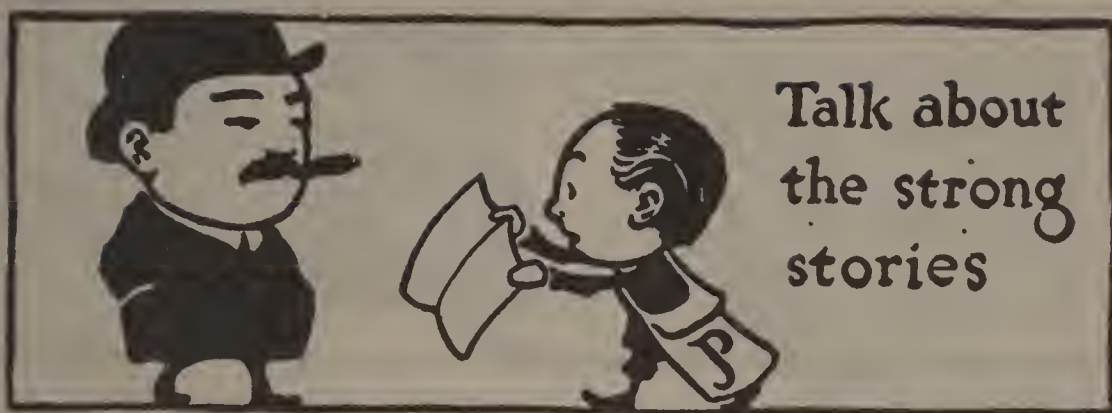
By these first easy steps you can probably get a list of twenty-five or fifty regular customers. This will be a good start toward your 100 copies a week.

## When the Fun Begins

Now that you have your first customers, the fun is about to start. You are going to see how many more “steadies” you can get each week. You are going to see how many copies you can sell to strangers. With your pockets jingling with well-earned nickels, all your own, with the bank at home getting heavier each week, and with more and more Vouchers sticking their corners out of



Show the  
Cover  
Pictures



your Voucher wallet, you are out for more customers, more profits.

### Show the Covers

Lots of people are led to buy **THE POST** because of its attractive covers. Hold your copies so that people can see the covers. If necessary, call attention to them. But don't expect the covers to do all the selling for you. After you have his attention, then point out some article you think will interest him.

## Talk About the Strong Stories

When you buy a pair of shoes you don't say "shoes" to the salesman, and carry home the package he gives you. Not a bit of it! You want to know all about those shoes. Are they high or low shoes? Are they calfskin or patent-leather? Are they the right size?

Just so, some prospects won't buy **THE POST** if you call out only, "Post, sir? **THE SATURDAY EVENING POST**?"—even if you show the cover. They want to know what's inside, whether amusing stories, political articles, or serials.

When you approach a prospect—friend or stranger—tell him what is in the current issue. Talk about some strong story or article you think will interest him. The boys who do this are the boys who make good.

You can easily find out what is in each issue. Look the copies over when they first come, or ask your mother to do it. Thus you can learn what are the best articles and to what kinds of people they will appeal.

Recently we asked a number of new readers by what method they had been induced to buy their first copies of **THE POST**. Of these the largest number replied that they bought their first copies *because the boys who served them knew and talked about the contents.* (See page 48.)







Bear this in mind, and give each person *a reason why he should buy.*

There is always some one article or story in each issue which will make a strong appeal to every person you approach. The fact that *about two million* POSTS are sold each week shows how many people have learned that it contains just what they want.

Study each copy carefully. Decide which article will appeal to each prospect. Show it to him. For example:

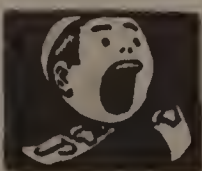
When you see an article on baseball you should be able to sell a copy to every baseball player or fan in town, to read *just that article.* If there is an article about banks ask the employees and the officials in your local banks to buy, *just for that article.* When you see an article on public schools you can get your teachers and members of the School Committee to buy copies, *just to read that article—* and so on.

After these people have read the special articles for which they bought the copies they will then read the rest of the contents. Their eyes will be opened to the splendid stories in the issue. You can then get them as steady customers.

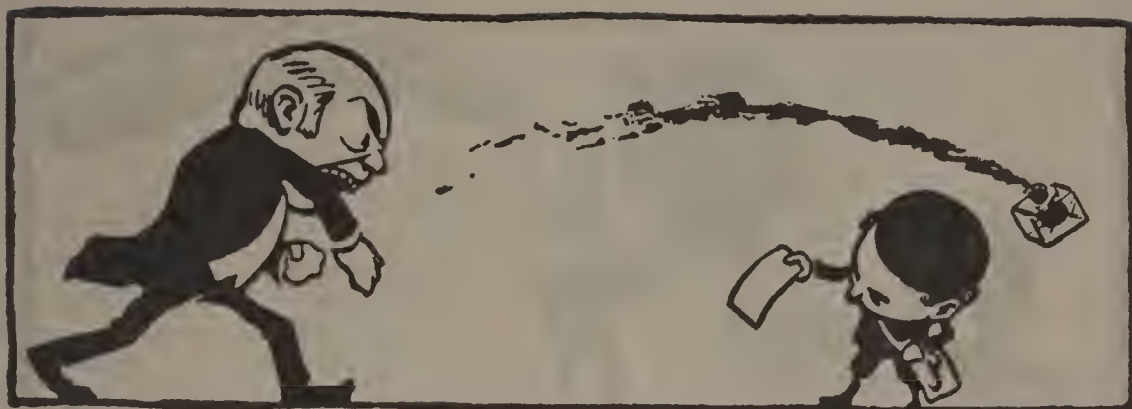
## Keep After Your Prospects

After a man has bought one copy keep on calling each week until he agrees to buy steadily. The boy who wins out is the boy who keeps at it.

A certain busy man lives in one of the Colorado cities. He is not a grouchy man—toward everybody—but for boys he had mighty little use during business hours, especially for one boy who, for several weeks, had poked his head inside the doorway every Thursday morning and called out: "Want THE SATURDAY EVENING POST, sir?"







There is a sign on the man's office door which says, in big black letters, "No Admittance to Peddlers and Agents," but this P-J boy doesn't believe in signs. Besides, he wanted to sell *THE POST* to this one gentleman more than to anybody else.

So every time the boy carried *THE POST* to other readers in that block he stuck his head in at that man's door and asked if he wouldn't buy a copy. The first week the man said, "Naw!" The boy closed the door immediately. The second week the reply was, "Naw! And I don't want you to bother me any more." The third week the man called out, "See here, kid! If you stick your head in at my door again you'll get an inkstand."

Mind you, all this time the boy had been politeness itself, but he had also been persistence itself.

The fourth week the boy opened the door wide, stepped in, closed the door behind him, took off his cap and said: "Don't you want *THE POST*, sir?"

The man reached over the desk and took the inkstand.

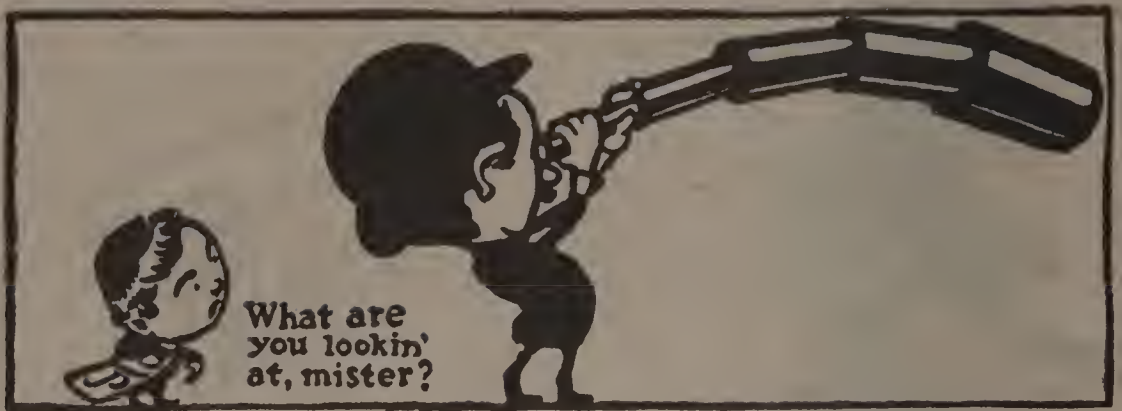
"Didn't I tell you that if you stuck your head in here again I'd throw this inkstand at you?" he demanded. "Yes, sir," said the boy, standing his ground. "But you do need to read *THE POST*."

The man looked at the boy a minute, then put the inkstand on the desk, muttering, "Oh, hang! What's the use?" Then he gathered up his papers, went into his inner office and locked the door, leaving the boy standing there alone.

The fifth week the boy came again—he was no quitter—opened the door and stepped within, as before. The man was reading. He did not look up.

"I would like to have you buy *THE POST*, sir," the boy said politely. The man did not stir. Not once during the five minutes that the boy stood there did the man even





glance in his direction. Finally the boy reached over, put a copy on the desk and skipped out as fast as he could leg it.

The sixth week the boy called promptly on Thursday morning and left a copy, as before.

The seventh week he found fifteen cents on the desk for the three copies he had delivered.

For a whole month thereafter the boy went to that office, opened the door, said "Good-morning, sir," put *THE POST* on the desk, picked up the money for it, and left with a "Thank you!" And in all that time the man paid no attention to him—did not speak even a single word.

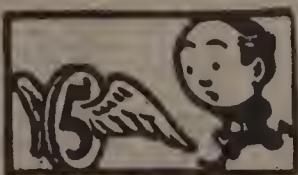
All this happened over a year ago. That man is still buying *THE POST* from the boy. He hasn't missed an issue during the year. Now he always says "Good-morning" when the boy calls—indeed, it is a mighty busy morning when he doesn't say more than that. Only last week he stopped the boy and said:

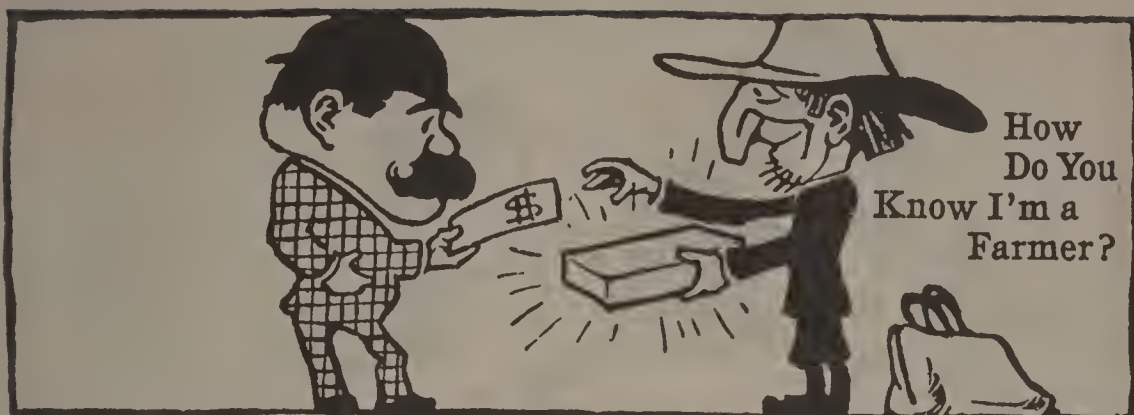
"When you are too big, kid, to carry *THE POST* any longer, when you come to look for a man's job, stop and tell *me*."

This is a true story, vouched for by Mr. Raymond H. Wolfe, of the *Tribune* office, Greeley, Colorado. The hero of the story is a boy who *stuck at it*. You can see what it gained for him.

## Learn Your Hearer's Viewpoint

When you approach some one who hasn't read *THE POST* you want to look at it *from his point of view*. Size up your man. Decide what kind of a man he is—what business he is engaged in. Then tell him that you want him to buy *THE POST* because of *some certain article* you think will interest *him*.





Not long ago Mr. F. E. Dawley, an official of the United States Department of Agriculture, took a trip from his office in Fayetteville, New York, to Syracuse. There he met one of our P-J boys on the street.

Boy: "SATURDAY EVENING POST, sir? Only five cents! It's the best paper ever printed, sir."

Mr. Dawley: "Not tonight."

Boy: "Well, Mr. Farmer"—he had sized up his man—"You will miss it if you don't buy this paper. There's a great story in it about how farmers get rich quick, and butter's forty cents a pound."

Mr. Dawley: "How do you know I'm a farmer?"

Boy: "Oh, I don't know for sure, but I kind of guess you're a farmer. You look like one and you are headed toward the hotel where the farmers leave their teams. You need this Post."

Mr. Dawley: "What has the price of butter got to do with my buying THE POST?"

Boy: "If you are making a lot of money you can afford to buy one; and if you ain't making much money here's a story about how to borrow money at the bank. Besides that, the farmers' story tells you what an acre of land is worth. Oh, THE POST is a great paper."

Mr. Dawley bought. Why? Because the boy had *sized him up* and had pointed out to him the very article in which he was interested.

When you set out to sell to some one who has not read THE POST try to put yourself in his boots. Look at it from his point of view. Think of reasons why he will want THE POST. Urge them for all they are worth.





## Cleverly-Worded Calls

Bright, snappy calls will attract strangers and sell copies for you when "SATURDAY EVENING POST," monotonously repeated, will not. You can make up a good call by running over the contents of each issue and picking out the article which you think will appeal to most people. For instance, politely accost a gentleman with the following question:

"Pardon me, sir, but do you enjoy having your hair cut?"

Such an unexpected question will secure his attention at once. Follow it with: "Here's another story by Irving S. Cobb, about 'Hair and the Experiences of a Man in the Barber Shop,' one big laugh from beginning to end. You'll enjoy it."

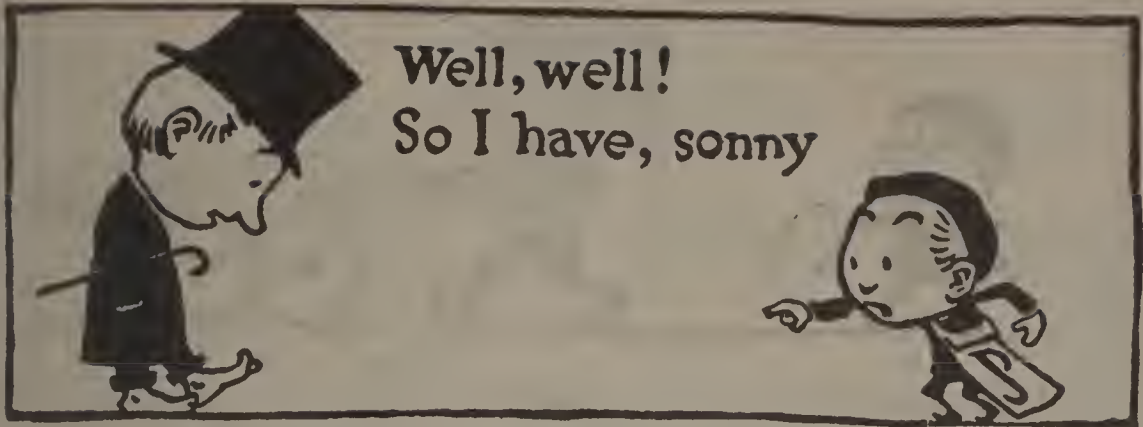
Or, to Mr. Pinchpenny: "How wasteful we Americans are! aren't we? You may not realize it, but you will when you read this article on 'The American Spenders,' by Will Irwin."

To know how to stop prospects who won't listen will be a big help to you. Don't let them walk by without heeding you. Read the following letter from Mr. A. W. Moore, of Golconda, Illinois, and learn how Herman Harrison sold him a copy—when Mr. Moore was in a great hurry.

"I was hurrying to catch a train. Herman stood in the way, cap in hand, and as I was just about to enter the train said: 'Sir, you have forgotten something!'

"I stopped and asked what I had forgotten. The porters from the hotels, the hackmen and the train crew were all busy. There was so much noise that I could scarcely hear Herman's reply: 'You have forgotten to





purchase *THE POST*; this one contains a fine article on "Good Men and True."

"I naturally stopped and looked at Herman, because he was so cool and courteous that he impressed me, not as being in my way, but as a mascot, necessary to the lucky traveler just ready to board the train.

"I thrust my hand into my pocket to find that nickel which is the pride of every *Post* boy's heart. Herman smiled as he saw me do it, and held me at bay until I fished out the coin and took my copy.

"From the car window I saw him stop and sell a number of copies to other men with his ingenious call: 'Sir, you have forgotten something!' which he used as a 'ringer' to get his prospects' attention."

When you get a chance to make a sale to a passer-by on the street step quietly but firmly up to his side, lift your cap, and in a gentlemanly way say, "Sir, you have forgotten something!" Do this and no man will get by you without listening.

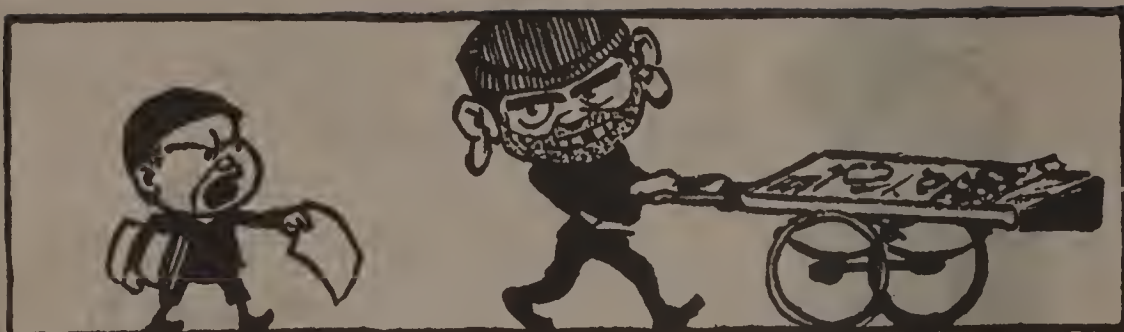
\* \* \* \* \*

Take a tip from a boy who once sold newspapers on one of the busy corners in Detroit. This is the way he talked to prospects:

"All about the bank cashier locked up!" he shouted, as the teller came out of a near-by bank. The teller bought a paper.

"All about the prize-fight!" he cried, as he saw a bull-necked man round the corner. The fellow bought a paper.

"All about the minister mixed up in a scandal!" was his next, and a clerical man relieved him of a third copy.



"All about the Hains murder trial!" at which a girl waiting to get tickets at the Whitney Theater tossed him a penny.

"Million-dollar fire!" he cried at a passing fireman, who bought another paper.

"Taft has a bad cold!" called the boy, as he sold a copy to a would-be politician.

"All about the suicide!" was his next cry, aimed at a glum-looking man, who pulled a penny from his pocket.

"Fresha da news from olda It'tally!" he called to a passing Italian peddler.

"Sorra," replied the peddler, "buta no can read dat pap; noa da Anglese."

"Stung!" murmured the boy to himself; but his spirits revived when, on seeing the weather man, he cried:

"All about the weather man's blunder!"





## CHAPTER II

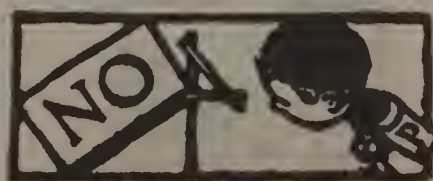
**N**OW that you know how to approach people, let's talk over the reasons they may give for not buying. You must learn how to answer such arguments.

As a rule, people will refuse to buy from you only when you have not made your selling-talk persuasive enough, when you have not hit upon the special story or article which they want, or when you have not explained it clearly. Try again.

Some people will jokingly refuse to buy just to see how good you are at giving answers. Don't let them fool you. You should seriously answer only objections made in earnest—to make people buy from you *now*—and for no other reason.

The boys who make good are usually those who can talk straight to the point, without giving the appearance of arguing. The best way is to think *ahead* of your prospect. If you *know beforehand* what objection he is going to make you can answer before he makes it—and thus knock his props from under him. Show us a boy who can answer objections in advance and we'll show you a boy who is a prize-earner.

Suppose we look at some of the objections you will meet—so that you will know how to answer them:







## “I Don’t Want It”

To most boys the prospects who say, “I don’t want it” are the hardest of all. Somehow, you can’t thaw ’em out.

And yet there is one star argument our best boys use to convince thousands of their “don’t-want-it” prospects—an argument worth dollars in cold cash to you.

When a man says, “I don’t want *THE POST*,” and tries to shake you off, talk turkey to him, thus:

“The question, Mr. Jones, is not ‘Do you *want* *THE POST*,’ but ‘Do you *need* *THE POST*?’ I may not *want* to go to school, but I *need* to go. Isn’t that true?

“It is exactly that way with *THE POST*. You may not want it, but you need it. A few years ago you didn’t know you wanted the telephone or the electric light. But you can’t do without them now.

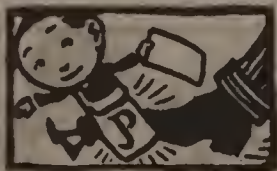
“Buy this issue, Mr. Jones—read the editorials and the ‘Who’s Who’ page. After that you will *want* *THE POST* each week as badly as you *need* it now.”

Study this argument—learn it by heart, if you want to win prizes. Put this argument up to your “don’t-want-it” prospects, and you’ll soon get the Prize you have set your heart on—the Prize you’ve chosen from the Rebate Book.

## “Call Again”

When a prospect says, “Come some other time” you may say: “Mr. Smith, if *THE POST* will interest you *next week* it will interest you *now*. Here is an article that you would be sorry to have missed.”

Name the article and the author. Open the copy at the right page and show it to him.







## “I Am Too Busy to Talk Today”

When a prospect says he is too busy to talk take out your notebook, tell him pleasantly that you try to avoid annoying and, making an entry in your book so that he cannot fail to see you do it, say: “Suppose I call about nine o’clock Saturday morning for a few minutes?”

When you call on Saturday morning take it for granted that he has already decided to buy a copy, and say to him: “Here is the copy of *THE Post* you want. You will remember I saw you on Thursday.”

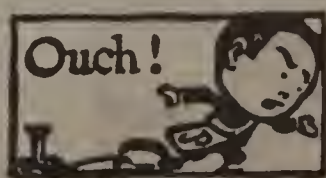
Then hand him a copy and offer your pencil and pledge-page for his signature. Probably you will get the money on the spot—as well as the signed order for weekly delivery. In any case, you will have made a good start, for, having asked you to call, your prospect is under some obligation to you—and *knows* it.

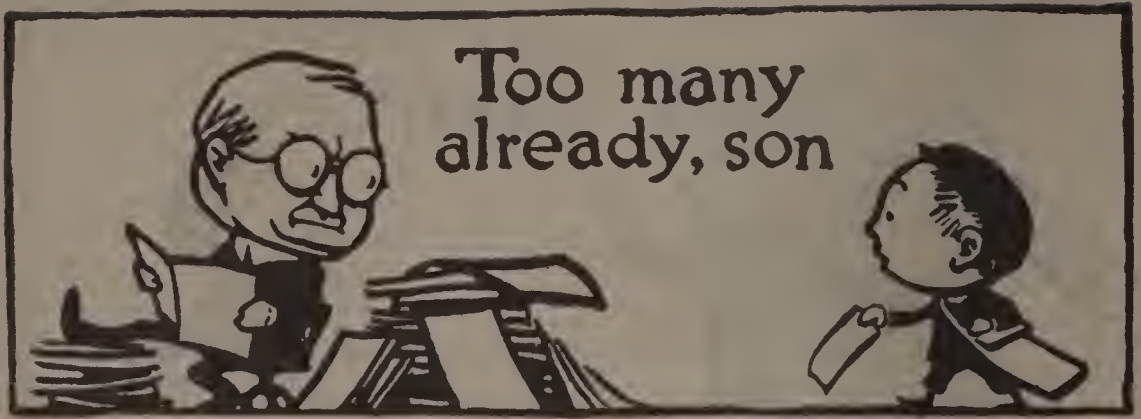
## “I’ll Think it Over”

When a prospect says this it is pretty hard to tell where the shoe pinches. Try to find out his real reason for not buying at once. In a polite way you can say: “What is it you wish to think over? I am sure you will enjoy *THE Post* this week, because it contains an article on —, and I want you to get your copy before I am sold out. After you have read this number you will want *THE Post* each week. The magazine itself is my best advertisement.”

## “I Take Too Many Magazines”

When a prospect says this it shows he really doesn’t think much of the magazines he already takes. It shows





he doesn't know about THE POST. In your reply you should say: "I don't want to run down your other magazines—the ones you have no time to read. THE POST has such splendid articles and stories that I know you will take time to read it *if you'll give yourself a chance*. In this week's issue, for instance, there is a story that is bound to interest you. The story is ——"

Never try to run down the other magazines your prospect takes. No good salesman knocks his competitors' goods. Instead, show how much better THE POST is by pointing out its best features. You need never shrink from doing this, for if you know THE POST you can readily convince any fair-minded person that it is the best.

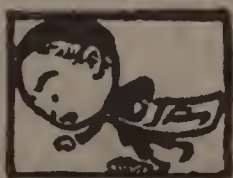
## "I Won't Be Here to Pay You"

When a business man tells you that he is out of his office so much of the time that he probably will not be there to pay you when you bring his copy you should reply as follows:

"My customers who are in when I call pay for the copies I leave with them. Those who are not in either leave the money for me or pay me the following week. I know you are all right, Mr. ——. I'll trust *you*. You are here *this* week. Here is the first copy. Will you pay me now or next week?"

## "Too Many Advertisements"

Some prospects know very little about the publishing business. Sometimes they complain of too many advertisements and offer that as a reason for not buying. When they do so you should say:







“The more advertisements there are the more articles and stories the issue contains. If more advertising is received than there is room for in a regular-sized issue the Publishers add extra pages. For every extra column of advertisements inserted there are not less than two columns of reading matter.”

Regular readers never complain about the number of advertisements. Then, too, the advertisements tell readers what are the up-to-date goods in all lines of business. Many readers buy magazines as much for the advertisements as for the reading matter.

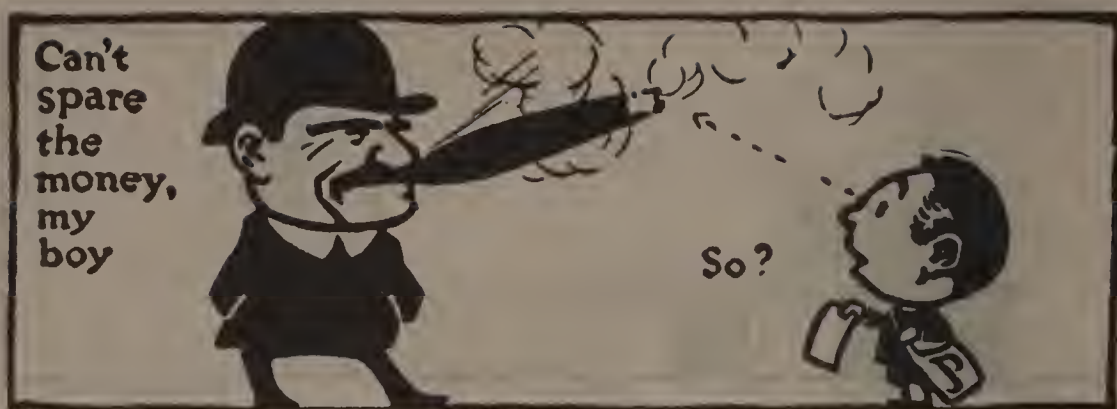
Speaking of advertisements, we are reminded of a letter from Mr. Frank Smith, Assistant Superintendent of the Prudential Life Insurance Company, Philadelphia. Mr. Smith wrote:

“I have charge of canvassers for the Prudential Life Insurance Company, and, therefore, appreciate all the more the selling-tactics your boy agent used to induce me to buy *THE POST*.

“About two weeks ago he came to my desk in this office and asked me to look at the Prudential advertisement in that week’s issue, thus working me at my own game. I knew about the magazine, for I had at times purchased it on the street, but I must admit that this boy was the first to approach me on a canvassing basis, and he won out by showing me that advertisement.

“Your boy certainly knew his business when he worked our office in this way, and *he deserves every one of the fifty customers* whom he now serves in our office each week.”





## “I Can’t Afford It”

You know the “Arabian Nights” story of the young man for whom the magic words, “Open Sesame,” rolled from before him the stone blocking the entrance to the treasure cave. You are that young man. The right answer to the I-can’t-afford-it objection will earn big profits for you.

When a woman tells you that she can’t afford to buy **THE POST** you should quickly think whether or not any of her friends or acquaintances buy from you. If several of them do you can answer her in this way: “Mrs. Smith, I sell **THE POST** to Mrs. Green, Mrs. White, Mrs. Black—all friends of yours. *They* feel they can afford it. In fact, they feel that they cannot afford to be *without* it.

“You know about what means they have. You are just as able to buy **THE POST** as they are. It is of just as much value to you as it is to them. If they can afford it you can.”

Another answer to the I-can’t-afford-it argument is found in a letter received from Mr. J. M. Averbook, of Duluth, Minnesota.

Mr. Averbook was waiting on the corner for a car one evening a little after six o’clock.

“**SATURDAY EVENING POST**, sir?” said a P-J boy, stepping up to him.

“No, I can’t afford it,” was Mr. Averbook’s answer.

A pause.

“Waiting for a car, sir?” said the boy, looking at Mr. Averbook.

“Yes, son,” was the reply.

This is the conversation that followed, and this is the way the P-J boy showed Mr. Averbook he was wrong in thinking he could not afford to buy **THE POST**:



Open  
Sesame!  
P is here!





“Say, Mister, how far away do you live?”

“I didn’t catch just what he was trying to get at,” writes Mr. Averbook, “so I answered, ‘Twelve blocks.’”

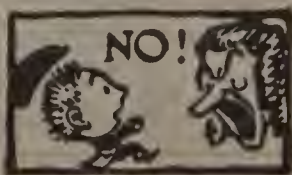
“‘Shucks! I can walk that in fifteen minutes any time,’ said the boy quickly. ‘If you can afford to take the car for a twelve-block ride you can certainly afford to buy THE Post. I’ll tell you what to do: You buy THE Post from me and walk home this once. Look, here’s sixty pages of fine reading—enough for two or three evenings. After supper when you start to read THE Post you will forget that you had to walk twelve blocks to earn it and you will enjoy it all the more.’”

“While he was delivering this speech,” continued Mr. Averbook, “I took another look at the boy and I saw that he was not the kind of boy that teases and annoys everybody (see page 67). He was an intelligent and neatly-dressed youngster. Ordinarily when I say ‘No’ to a newsboy that settles it. But not this boy. My car was coming. I saw that I must decide quickly. He saw, too.

“Then he said: ‘Take it in your hand and run through it while I wait.’ I took it from him and—well, that finished the argument. The car went whizzing by. I walked home. That night I enjoyed a treat. The boy showed me that even if I could not afford to buy THE Post once a week I certainly could afford to earn one by walking home at least once every seven days. I have done so without fail every week since.”

## “I Am Too Busy to Read It”

The man who says this means that he is too busy to read trash. He is not too busy to read the best weekly in the world.







No matter how hard a man works he will never accomplish much if he doesn't spend a certain amount of time in recreation. "All work and no play"—you know the rest. When a man thinks continually along one line he sooner or later gets into a rut.

Every intelligent man does some reading. He spends part of his evening reading something. It won't be hard to persuade your "too-busy" prospect that *THE POST* is full of good, solid matter that he will like. It's good business for a man to know about the things that are published in *THE POST*.

To such a man make your strong talking-point the actual value of *THE POST* to him.

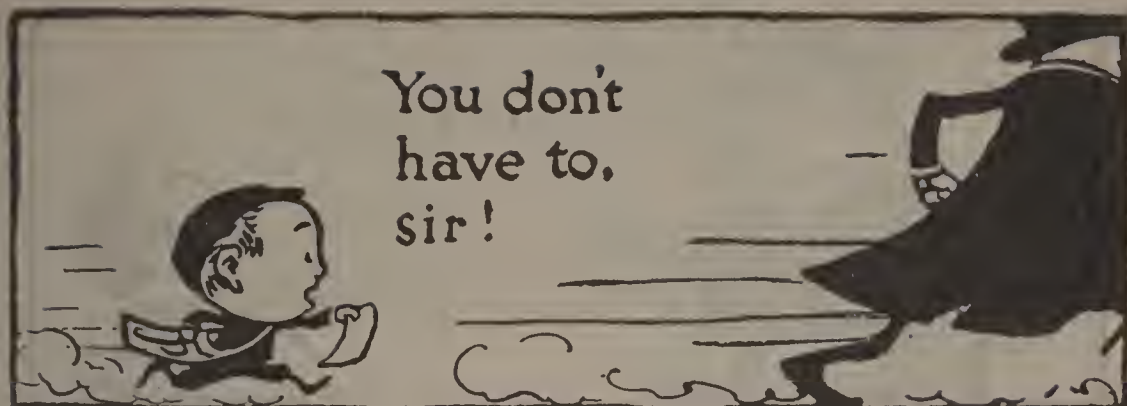
## "I Have Subscribed"

Here your prospect needs no argument—he already knows the value of *THE POST*. You can omit all that part of your talk and devote your efforts to persuading him to pay you to deliver a copy each week to some friend of his.

If the pastor of his church doesn't buy *THE POST* from you offer to deliver to the pastor and to collect from the prospect each week. Suggest that perhaps your prospect has a nephew or a father who would like *THE POST* and who, like the minister, would especially appreciate it *as a gift from him*.

All men at one time or another have arguments with their friends on political matters. Point out to the subscriber or prospect some article which he would like his friend to read. It will occur to your prospect to squelch his friend by paying you to deliver *THE POST* to that friend—especially if that issue contains some article along the very lines on which the prospect has argued with his friend.





Don't think for a minute that because the subscriber receives a copy by mail the rest of his family are going to be satisfied with that one copy. Not a bit of it! On this point Mr. Louis W. Greeman, of Mamaroneck, New York, wrote about one of our boys as follows:

"Charles Williams is his name, eleven is his age and he lives here. He has all the qualities of a salesman—plus one.

"Charles Williams stood on the station platform at 7:45 on Thursday morning when I first saw him, his SATURDAY EVENING POST bag swinging loosely from his shoulder, for he had but five copies left to sell. This in itself attracted me, for it was the first morning of the issue's appearance, and Charles Williams must have been 'on the job' for the earliest commuters. He tackled me. Then came into view Charles Williams' great attribute—his 'plus one,' for Charles goes in to make two potatoes grow where but one grew before. His talking-points were gems and would have sold twice the number of copies he had with him, but they did not affect me, as I am a subscriber. I told him so.

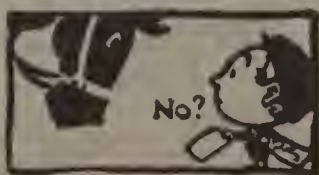
"'Did you receive your Post this week *yet?*' asked 'Charles Williams quickly, with a fine emphasis on the 'yet.'

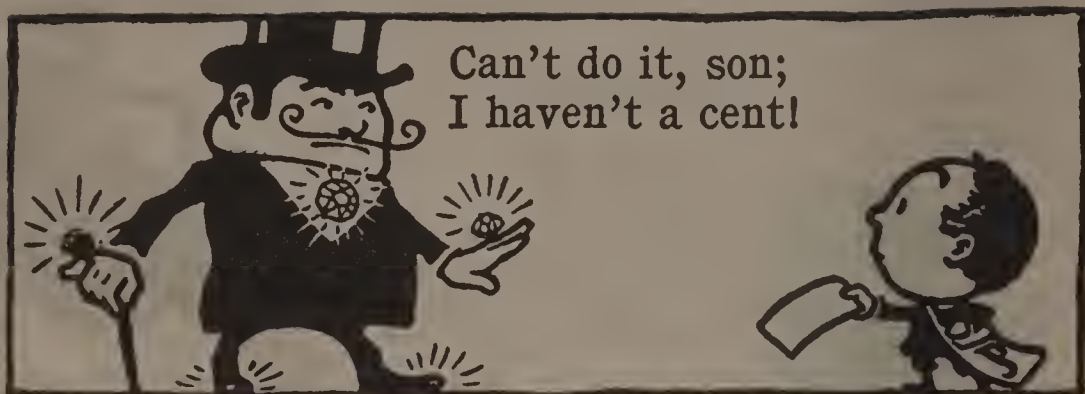
"'No,' said I. 'It generally reaches me Thursday night or Friday morning.'

"'And then some other member of the family reads it *first*, and it's about Saturday before *you* read it,' said Charles Williams, with a correct emphasis on the 'you.'"

"Oh, you Charles Williams! You certainly know something about selling goods."

"I bought that last copy of his, jumped on the 8:06 and decided that I would buy my Posts of him every week,





leaving the subscribed-for copy to the tender mercies of the other members of the family.

"If you think that *one* copy of THE POST each week is enough for every family you are wrong. Many a man who subscribes so that his family may receive THE POST at home will also buy as I did from Charles Williams."

## Fake Objections

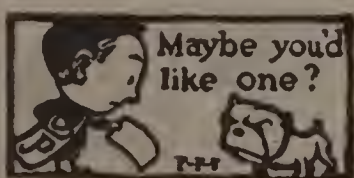
Most men are busy. You have to get their attention at the outset or they will raise the first objection that comes to them. Such objections are generally made just to get rid of you. A prospect may have no real reason for not buying.

You must decide whether an objection is merely a *sham* or the *real thing*. If it seems sincere answer it just as carefully and as forcibly as you can.

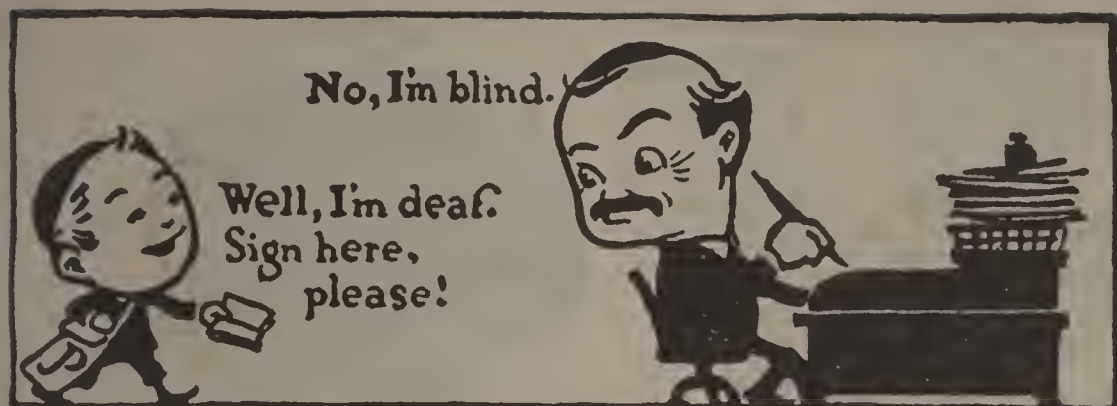
But if it is plainly a makeshift do not spend a lot of time trying to convince the prospect that his point is not a good one. He knows that as well as you do. Pass over the sham objection with a casual word or two, then set out to gain his attention and to arouse his interest.

You will have to be very careful not to slight any objection which is a real one. It is better to spend time answering a sham objection than to slight an honest one.

Perhaps the most common fault of the "green" P-J boy is his tendency to believe any reason a prospect may give for not buying. Unless you know the ropes, and until you learn by experience to know when prospects are sincere and when they are shamming, you are likely to accept a "no" as final. The average boy believes all he hears—if he is new at the game. He believes without investigating *the reasons why*.







It's up to you, therefore, to be prepared for these sham objections. You must teach yourself. To help you out we shall outline some of those most commonly heard.

### "I Can't Read"

Walking home with his father, the other day, a Philadelphia P-J boy pointed to a prosperous lawyer, who was waiting for a trolley. He said: "Father, that man wouldn't buy *THE POST*. When I asked him he said, 'I can't read.'"

That lawyer is a graduate of Princeton—a man who reads *all* the standard magazines. But this boy actually believed what the lawyer told him.

The boy's father chaffed him for being so easily rebuffed. The boy resolved on a new line of action. The next day he called on the lawyer again, and said:

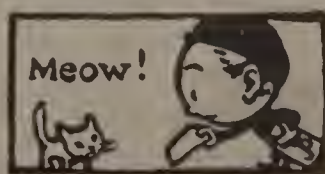
"You were kidding me yesterday. I guess I was pretty green, but I'm learning fast. Now I want you to sign this order for thirteen weeks."

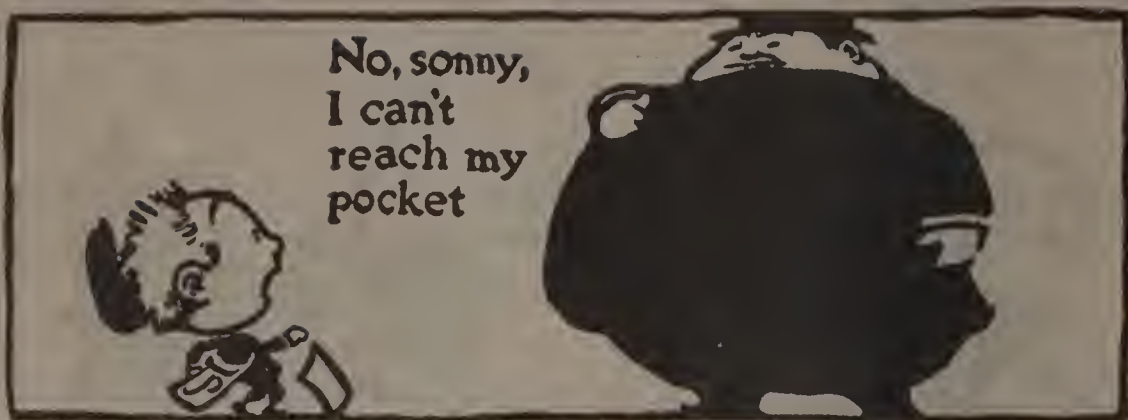
The lawyer put his name on the dotted line.

Whenever a prospect advances this absurd objection you can land him by the following plan, used by one of our boys in Texas:

"When I went to Mr. K and asked him to buy a *Post* he put me off and said he could not read. So I said, 'All right,' and went out. I got an old letter that was written to Mr. B and took it back to Mr. K and said, 'I think this letter is for you.' He said, 'No, it is for Mr. B.' Then I had him. I laughed and said, 'I thought you could not read.' He laughed too. He bought *THE POST* and has been a customer ever since."

You should take with a grain of salt most of the reasons prospects give for not buying. Most of them are faked up on the spot to put you off.





When a prospect does mean what he says you should answer his objection seriously, but don't waste time arguing down fake excuses.

Instead, show your prospect why he needs **THE POST**. It will then be up to him to buy.

### "I Will Help You Later On"

When a prospect tells you he'll help you *later on* he is probably not sincere. If he wants to help you he'll help you *now*. Therefore, persuade him to start buying from you at once.

You should show such a prospect that by placing his order at once he will help you more than by doing it later on. If necessary, draw out your copy of the Rebate Book and show him the Prize you are working for. Tell him that he will help you a lot by not putting off his purchase. Ask him to sign your order now and to continue to buy **THE POST** from you until you get your Prize.

### "I'd Be a Fool to Buy **THE POST**"

Now and then a prospect will try to get out of buying by telling you in effect that a man is a fool to buy **THE POST**. There is one telling answer to this objection. Read the following letter from Mr. H. O. Mennig, of Pennsylvania:

"One day in January I stood in front of Broad Street Station, Philadelphia, watching a ten-year-old Post boy selling to passers-by. At last he saw me, glided to my side, and said: 'Just what you want on the train, sir!'

"Mennig: 'Look here, my boy! This is Thursday and you're trying to sell me Saturday's paper. What do you think I want of a paper five days old?'





“Boy: ‘Say, you’re from New York, ain’t you? Well, Phillie is an up-to-date town and New York is so far behind that when it’s Thursday over there it’s Saturday *here*.’

“Mennig: ‘*The man who reads THE POST is foolish, for it does him no good.*’

“Boy: ‘Look here, now,’ pointing with his finger to ‘More Than a Million and Three-Quarters Circulation Weekly,’ and ‘Founded A. D., 1728.’

“‘*There ain’t that many fools in the country, so they ain’t all fools that buy it. A paper that lasts over a hundred’n eighty years ain’t half bad or it would have gone to smash long ago. Come on; fall in line and buy one!*’

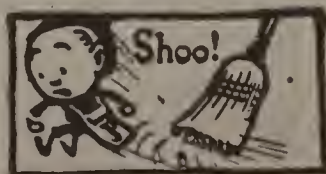
“The boy’s point was unanswerable and in my opinion the strongest there is on the subject. A magazine that has withstood the test of criticism for 184 years and gained a circulation of almost two million must have merit behind it.”

Every time a prospect tells you that the man who buys THE POST is foolish you ought to point to the circulation figures on the cover and drive home the fact that there aren’t that many fools in the country.

## The Prospect Who Won’t Listen

This is probably the hardest prospect to land, for when you can’t see the bull’s-eye it’s pretty hard to hit it. There is only one way to sell to the prospect who heartlessly walks right on without stopping when you offer THE POST to him, and who abruptly orders you out of his office when you stick your head in his doorway—that is, *stick to him*.

Probably he has a boy of his own, and when that boy sets out to do anything worth while his father requires







him to use *persistence* and to see it through to a finish. That father measures his own boy's grit by the bulldog tenacity with which the boy hangs on to whatever he undertakes. It is natural, then, that the father should treat you as he would like to have his own boy treated.

Persist in obtaining a hearing, even at the risk of getting a call-down. The boy who can *make* a prospect listen, say what he has to say briefly and to the point, and come away with a nickel in his pocket is the boy who makes good.

Read page 25.





# The Best Plans of Our Champion Post Boys

## CHAPTER III

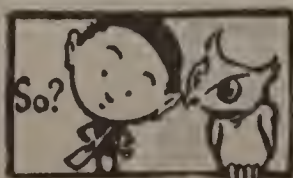
**F**ROM previous pages you have learned how to get your first twenty-five customers, how to pick out one article or story in each issue to interest the man you are seeking as a "regular," and how to get the best of customers who make objections. Now we shall tell you about the best selling-plans which have brought success, profit and Prizes to our champion boys.

In working out these several plans you must have confidence in yourself and in the magazines you are selling. In all your efforts to get customers don't be afraid to rap with a firm knock on a man's door. The man inside can tell by your knock whether or not you mean business and have confidence in yourself. A firm knock will get attention at once, where a timid boy would not even get admission.

Similarly, when you see a prospect on the street, walk right up to him with an air of confidence which allows no thought on his part of passing you by. Approach each prospect as one business man to another.

Very often you can introduce yourself in this way:

"Good-morning." (Or, good-afternoon.) "I have just started to sell THE SATURDAY EVENING POST, and am working for a prize of [watch, fountain pen, tool chest, bicycle, and so on]. I called to see if you would become one of my regular customers, as I know you will like THE Post. In this week's issue there is an article [or story]





called ———, which you would be mighty sorry to miss. Please look at it. [Hand him the copy.] The price is only five cents.”

## The Exchange Plan

The backbone of business is *exchanging orders*—and so it should be in your case.

You should sell your magazines to every person with whom you and your parents do business. You should sell copies to your tailor, milkman, grocer, landlord, and so on—don’t let a single one escape you.

These people get your business in their particular lines, don’t they? It is only fair that they should turn around and give you their business. Besides, with all due respect to their goods, they don’t, by a long shot, offer you better values than the Curtis publications.

Just the other day young Rene Flanders’ father told us how the boy had signed up the barber as a steady customer. His mother and father had taken him to the barber and had left him in the chair to have his hair cut. In a half-hour they returned for him. Mr. Flanders asked whether Rene had succeeded in selling *THE POST* to the barber. “Yes,” said Rene.

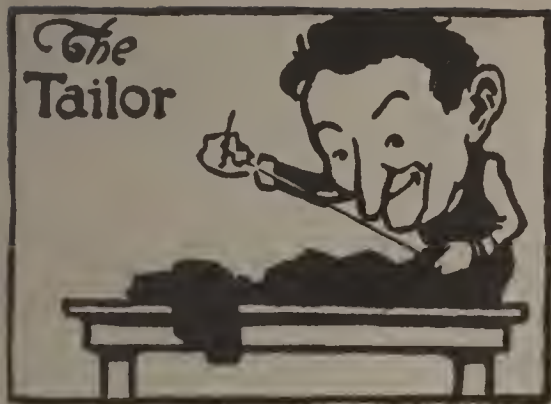
“How did you go about it?”

“Well, I asked him to buy *THE POST*. He coughed—and said he *might* next time. I thought a moment. Then I said to him: ‘All right. The next time I want a hair-cut I *may* come here to get it.’ He laughed out loud and said I was right; that he would take *THE POST* every week.”

See all the dealers, store people, business men, doctors, lawyers and other people with whom you and your parents





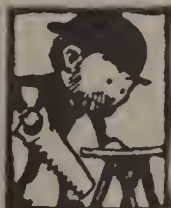


do business. If you go about it right you can get them all for your customers.

Then, too, every business man has brothers, sons, relatives and friends to whom you can "get next" if he will but say the word for you—and he will if you go at him right.

Below is a list of business men. Pick out the one in each line with whom you and your parents trade. Canvass them and their employees at once:

Grocer  
Butcher  
Baker  
Milkman  
Liveryman  
Dressmaker  
Blacksmith  
Coalman  
Shoemaker  
Iceman  
Milliner  
Dry-goods Dealer  
Publisher of Daily Paper  
Haberdasher  
Clothier  
Barber



Painter  
Plumber  
Carpenter  
Gasman  
Florist  
Jeweler  
Photographer  
Banker  
Dentist  
Doctor  
Optician  
Druggist  
Hardware Dealer  
Electrician  
Tailor



If you secure an order from one person out of each of these classes you will have thirty-one more customers. In many places you can land several orders—in the dry-goods store, for instance.





It will be a big help if, when asking your prospect for his order, you can turn some business his way. When you go to the butcher to buy next Sunday's chicken or roast beef carry your pledge-card along and, *before finally making your purchase*, get the butcher's order. On Saturday night, when the grocer's pen is dipped in the ink to receipt your bill for the week, lay your pledge-card on his desk and ask him to sign that, too. Remember, you are losing customers every day until you form the habit of *getting* business where you *give* it.

## The Society Plan

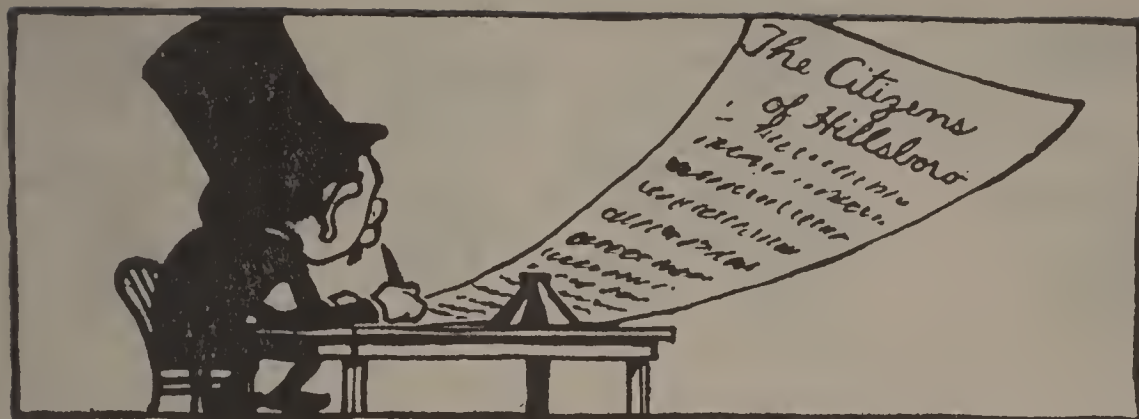
Ask your parents, brothers and sisters to take you with them to the public or general meetings of any societies, clubs or other organizations to which they belong. Meet as many members as you can, tell them how successful you are and for what Prize you are working, and induce them to buy THE Post from you.

Perhaps the Y. M. C. A. wishes to raise money for a new building; maybe the Ladies' Auxiliary, the Epworth League or the Christian Endeavor of some church wants to secure funds to pay off a debt, or to buy a new organ; possibly your townsmen are trying to build a hospital or to get money for a library. Look about you and find some society or association seeking to raise money.

Master Clarence Owens, of Atlantic City, N. J., secured several hundred customers by a similar plan.

When you have selected the organization with which you intend to work call on its president or leader. From him you may get the names and addresses of the members of his society, and a letter of introduction similar to the one on the following page:





January 1, 1912.

To the Citizens of Hillsboro:

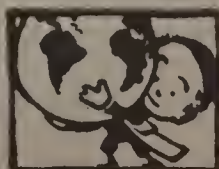
John Hunt, the hustling young agent for THE SATURDAY EVENING POST, has agreed to donate to our Hospital Fund 25% of his profits on all new customers. I earnestly request that every one sign this pledge-page, agreeing to take a copy of THE POST each week, as each new customer will help swell our Fund. I, myself, have signed, and hope for a long list of followers.

(Signed) T. M. OSBORNE, Mayor.

NAME	ADDRESS	DATE OF FIRST DELIVERY
T. M. Osborne	711 Euclid Avenue	Jan. 1, 1912

With such a letter from the president of a society you can call on all the members, explaining that you are taking orders for your magazine, with the understanding that a certain share of your profit, say twenty-five per cent., from the sales made to society members is to go toward their fund.

If the fund is to be raised for some purpose of general interest to all the citizens of your town, such as the building of a new Y. M. C. A., hospital or library, you can call on *everybody*, approaching them as you would members of a society. Every patriotic person who is not already one of your customers will readily sign if you put it up to him thus. You might agree to give forty per cent. of your profits if fifty or more members sign your pledge-blank. You can offer sixty per cent. of your profits if one hundred or more society customers sign.







A good plan will be for you to agree to divide your profits for a *definite* period, say for two or three months, rather than for an indefinite length of time. By working in connection with some movement of public interest you will be helping some worthy cause, you will increase your own profits, and you will introduce your magazine to many people who will become “steadies.” While you are giving part of your profits to the society or association your margin on these sales to society members will be less than on regular orders, but you will get a lot of new customers who would not otherwise buy, and will build up a big business that will help you win prizes for years to come.

Doesn't this look pretty good to you?

## The Endless-Chain Plan

This plan is like a boulder rolling down a mountain-side—after it is started there is no stopping it.

We'll suppose that you already have a few customers. See page 2. When you deliver their copies next week carry a little notebook with you. Ask each customer to give you the names of at least two friends who are not regular readers of your magazine but who ought to be. Write down carefully the names and addresses of the persons named to you in this way. When you have served all your “steadies” you will then have a good-sized list of prospects to canvass.

Before you start out to call on these prospects study carefully about the five steps that make up a sale (see page 79). First you will want to get each prospect's *attention*. Your call itself will do that.

Then you will want to arouse his interest. Here's where a good talking-point comes into play. Let's suppose you are calling on Mr. Brown:



Why doesn't my  
Post come?



"Mr. Brown, a good friend of yours, Mr. Jones, the banker, is one of my customers for THE SATURDAY EVENING POST, and he likes the magazine very much. He is sure you will be interested in reading each issue and has asked me to call and take your order."

When you mention Mr. Jones Mr. Brown will begin to "sit up and take notice," and when you say that you have called to take Mr. Brown's order he will be curious to see how you will go about it.

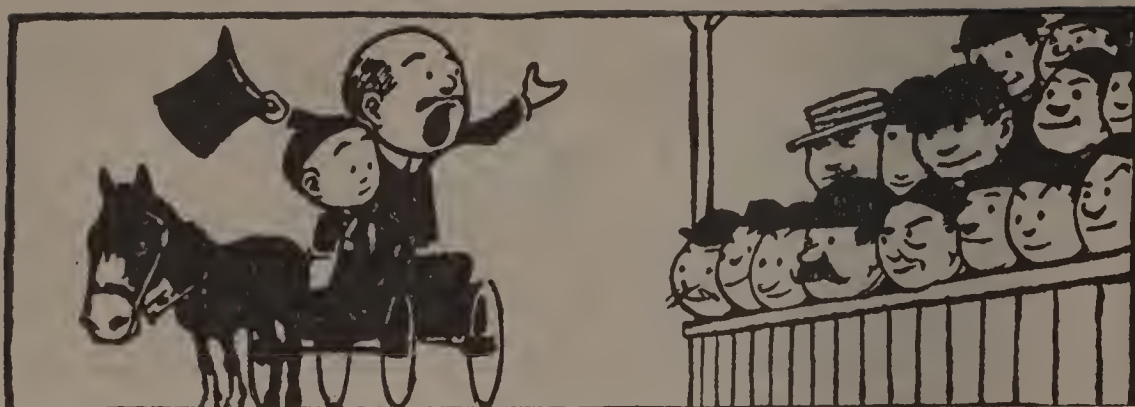
His interest can be changed into a desire to buy a copy each week by showing him some of the leading articles in the current issue. Get him to finger through the pages of the copy you carry. Tell him about some of our regular contributors: Samuel G. Blythe, James H. Collins, Will Irwin, Montague Glass, Dr. Woods Hutchinson, and so on. You will not have to dwell very long on the merits of THE POST. Almost everybody knows them.

Every time you make a call don't forget that you are building an *endless chain* of customers. Get every one you call on, whether or not they buy a copy for themselves, to name one or two other persons who may want to buy. Before you have finished you will be referred to almost every one in town if you always ask the question, "Don't you know somebody who will buy?"

There is no limit to the amount of business this plan may bring you. It opens up unexpected possibilities at every point. It brought a Shetland pony to Cyril Eicherly. Cyril knew that he was mighty close to the pony. He realized that it was up to him—and him alone. He made up his mind to get that pony *now*, so he went right out with his order-book and tackled the first man he met (it happened to be Doctor Moorhead); hit his prospect just right and signed him up for thirteen weeks' regular delivery.







Did Cyril stop then and go home? Not much. He was just getting his blood up. He said: "Now, Doctor, don't you know some one else who is not buying **THE Post** and who ought to take it from me?"

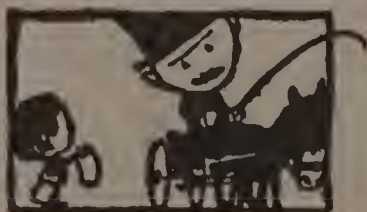
The doctor thought a moment. Yes, he knew a man who was interested in good things in the way of magazines. He would gladly give Cyril a card of introduction to Mr. Lynch, the auctioneer. Cyril hastened over to Mr. Lynch's office and found him getting ready to drive out to a football game.

It looked good to Mr. Lynch to have **THE Post** delivered to him each week without extra charge. Mr. Lynch signed the order-blank at once, thinking at the same time it was a splendid chance to help a deserving boy. Then he told Cyril to jump in. Cyril did so and Mr. Lynch drove him to the field and out in front of the grandstand. There, before the "kick-off," he made a little speech to the people from the stand and introduced Cyril to the crowd. After he had told them that Cyril was out to get a pony Cyril went through the crowd and filled two order-books with signatures in just a few moments. He would not have filled those two books if he hadn't met Mr. Lynch. He would not have met Mr. Lynch if he hadn't asked Dr. Moorhead if he "didn't know some one else." Cyril now finds it much easier to deliver his copies *by pony* than on foot.

Be sure to try the endless-chain plan. It may bring *you* a pony or something you want just as much from the Rebate Book.

## The Prize Plan

Our older boys use the following plan with good results: The idea is to get customers to agree to buy from you *each*







*week* until you get the prize you are after. You doubtless have a friend who is a stenographer in a business office. Get her to typewrite at the top of a sheet of paper this promise: "We, the undersigned, agree to buy *THE SATURDAY EVENING POST* each week from Master \_\_\_\_\_ until he earns the tool chest" [or whatever prize in the Rebate Book you have your eye on].

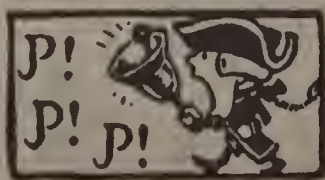
With this special blank in hand you are in a position to clinch the deal with any person who, after you have explained the merits of *THE POST*, still hesitates to buy.

## The Get-There Plan

If you mean business—and you do or you would not have read this far—send us, on the inclosed blank, a list of at least ten names and addresses of people who at present are not readers of *THE POST*, but who ought to buy a copy from you each week. When we receive this list from you we will send without charge some copies—one for each person on your list. At the same time we will send to each an attractive card, telling him that the copy has been sent at *your* request.

At the same time we will send you a sample of the card we have sent these prospects. You can then call on them to request their order for a copy each week.

In this way you can start a big advertising campaign for new customers. You can give each prospect a chance to read a copy of *THE POST* before you ask him to buy from you. He will be put in personal touch with *THE POST* and will receive our card naming you before you see him. The average man you approach in this way will shell out a nickel at once.






Below is a reproduction of the "sales tickler" which will be sent to the persons you name:

### I'm Thinking of You !

What do you think of the present I sent you? The Post is a fine magazine isn't it? Of course you want to know more about it. I'm coming soon to tell you a lot. I'm hustling for more regular customers. You see I want you to be one — not just to help me, but because I'm selling what you need.

Very truly yours



AGENT FOR  
THE  
SATURDAY  
EVENING  
POST

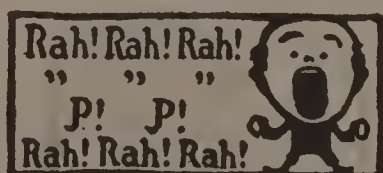
NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

## The College Plan

If you live in a college town you should see the dean or the curator and get permission to sell on the campus.

Master Willie Carroll and his brother, of Chicago, and many other boys have proved the value of this plan. The Carroll boys sold two hundred copies a week on and near the Chicago University campus. The boys secured the right to sell on the campus from the late Dr. William R. Harper himself. On the following page is a copy of Doctor Harper's reply to Willie Carroll's letter:



# Co-eds!



The father of the Carroll brothers is a well-known physician. He encouraged the boys to sell *THE POST* for the business training which the work affords, not because they needed the money.

## THE UNIVERSITY OF CHICAGO

Founded by John D. Rockefeller

*Office of the President*

Chicago, June 14.

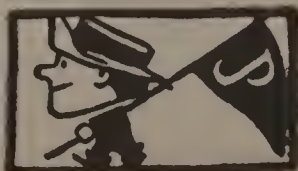
MASTER WILLIE CARROLL, ——— Street, Chicago.

*My Dear Master Willie:*—This letter presented to any person on the University Grounds will give you permission to sell *THE SATURDAY EVENING POST*. It is understood that you will not make too much noise and that this permit may be revoked at any time.

Yours very truly,

(Signed) WILLIAM R. HARPER.

Out of gratitude to Doctor Harper for his kindness the Carroll boys gave \$5.00 from their savings for the Doctor Harper Memorial Library. On the following page is a copy of the receipt given the boys:







## THE UNIVERSITY OF CHICAGO

Founded by John D. Rockefeller

*Office of the Counsel and Business Manager*

Chicago, February 17.

*Received* from William Edward Carroll and Charles C. Cary Carroll Five and 00/100 Dollars toward the W. R. Harper Memorial Library Fund.

THE UNIVERSITY OF CHICAGO,

\$5.00

By C. L. Green.

These copies of Doctor Harper's letter and of the University official's receipt were taken from the originals, which were loaned to us by Master Willie Carroll himself.

### The Plan of Sub-Agents

Any boy clever enough to get one hundred customers of his own is also shrewd enough to see the advantage of getting other boys to help him. For pointers on how to get them read Mark Twain's book, "Tom Sawyer." Read how Tom whitewashed the fence.

Going it alone is all right in its way. We know you can cover singlehanded the heart of your town—but how about the outlying districts?

Look over that line of houses on the other side of the city which you seldom have a chance to visit. In them live intelligent, prosperous people. Make that early train some morning before school—the one so many traveling men come on. Ride with the rural mail-carrier. More than one hundred families receive mail from him, and scarcely a mail-box sees your magazine. Look in at the



ten-cent barns. You will find a lot of farmers there with pockets full of dollars after selling their produce.

It would take a number of boys to visit these and every other equally-good place every week, wouldn't it? Honest, now! Wouldn't it?

A lot of copies can be sold at places you seldom visit. It seems plain, doesn't it?

Then why not get other boys to help you, so that you will have at least one boy at *each* of these points *every week*? The big merchants of the world are not satisfied with half the profits their trade will pay. The "Marshall Fields" and the "John Wanamakers" are out for all the profits in sight.

We want to tell you about Tommy Collette. He lives in a good, big town in Tennessee, but going it alone he sold only a few copies each week. Alone he couldn't reach all the people there.

So he induced a number of his boy friends to help him. All these boys owned burros—there are lots of them down in that country—and within a short time these boys increased the output two hundred copies a week. It was slow, hard work—work that required them to meet many objections from prospects, but these boys stuck to it. Johnson City then had a population of 4645. They were then selling one copy to every twenty-three persons.

One day Tommy called the boys together to talk over plans for getting more customers. The ground looked rough, but they all agreed that they could sell more copies than one to every twenty-three persons. "We'll use the burros and get to every house in town," said Tommy.

The boys resumed work next morning. They kept at it every spare moment. More customers responded to their appeals and they worked even harder. When the town





had been covered and all the orders counted they had over five hundred customers. One copy of *THE POST* to every nine people. This was a record to be proud of.

A short time ago an article describing the *good roads* in and around Johnson City appeared in *THE POST*. As soon as Tommy received the Forecast he again called the boys together. "This is the time we celebrate," said Tommy. He asked each boy how many copies he could sell. After adding up the list he ordered that number.

Bright and early Thursday morning every boy was on hand to receive his supply. Fired with enthusiasm, these determined Southern lads went to work with a will, and when the week was over 1500 copies had been sold. A copy of *THE POST* was in the hands of every third person in Johnson City.

Tommy was right. That was the time they celebrated—and it was a record-breaking way in which to do it.

Would Tommy have sold one copy for every three persons if he had gone at it *single-handed*? Try the plan of sub-agents.

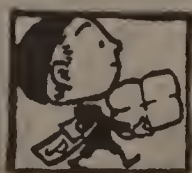
## The Purchasing-Agent Plan

We believe in sticking to one thing and making that a success before taking up anything else. But sometimes a *side-line* will enable a salesman to make a success of his *main-line*.

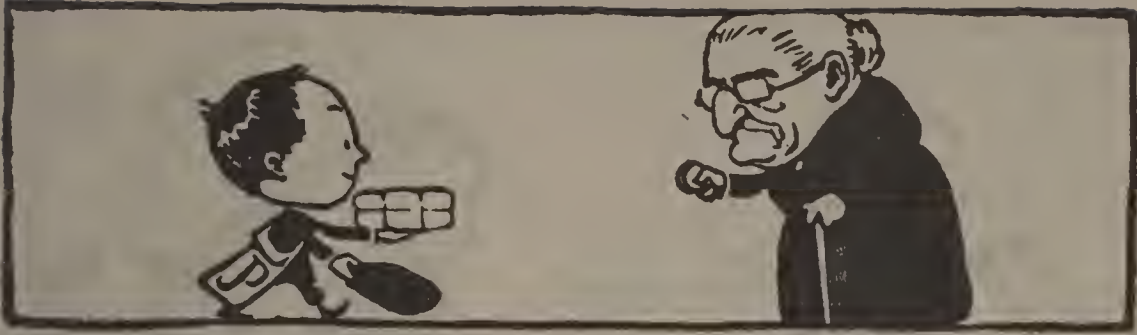
Salesmen choose side-lines which will help them "get in right" with certain prospects who are difficult to reach with their regular lines. That is, the *side-lines* are used to gain the courteous attention of prospects who have acted like bears when approached with the salesmen's main-lines.

One good *side-line* for a Curtis boy is that of purchasing agent. Let us explain:

There are many gray-haired men and women in your town who are not as sure-footed as in their younger days,







and who are living quiet, retired lives—people in comfortable circumstances, but without automobiles or carriages. Make a list of the people in this class—of the aged grandfathers and grandmothers, of the aged bachelors and maiden ladies, of the gray-haired aunts and uncles of everybody you know. They are the people who need a purchasing agent on blustery, slippery, stormy days.

They need help to bring them provisions, groceries and dry-goods in the winter even more than in summer—these people of advancing years, whose homes are at a distance from the business part of town. They go shopping just as seldom as they can—these venerable ladies and gentlemen, whose young people have grown up and gone away and left the old folks alone. Not a day passes but they wish for some bright, active boy to get the mail or to go shopping for them. Make a list of all these people and call on them at once. Explain that you will be glad to run errands for them. Say to them that you like cold weather, and that the more ice there is the better you are pleased; then add: “I’ll be your purchasing agent and will attend to your errands if you will take *THE POST* from me.”

The old folks won’t take advantage of you. They won’t expect you to run your legs off without getting a fair return. If some of them have more errands to run in a week than your profit on a single magazine amounts to they’ll pay you something extra. You will be a big help to them, and for that assistance from you each one will be glad to take your magazines from you—and even more, the customers you serve in this way will talk about you to their cronies. Each one will tell his friends what an enterprising, businesslike boy serves him. All this will bring more business to you.



## Map Out Each Day's Work

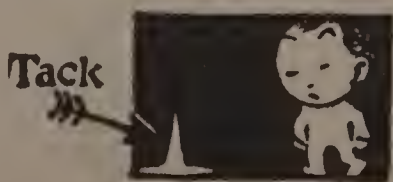
Each week a lot of would-be Curtis boys stand on the side-lines watching our agents and wishing in a vague way to break into our selling-game. No boy can do anything worth while unless he rolls up his shirt sleeves and pitches in. Even our own boys who, fired by the zeal of accomplishing something, have started in to sell, cannot make good unless they *map out* their work — and then do it.

Every Curtis boy can learn to be right-handed in the use of words. He has a glib tongue. He can wiggle it in winning ways.

Reading about the game, thinking about it, hearing about it, may start your mind in the right direction, but you will never become a Curtis salesman until you begin to practice the plays and stunts peculiar to the game.

When you start out with your copies, if you don't know where you are going you are as apt to come to grief as a sleepwalker in the dark. If, at the beginning of the day, you don't know how long you're going to play the selling-game that day, or whom you are going to call on, or what articles you are going to play strongest, you will be apt to quit too soon or work to no purpose. You will be just so much further away from the bicycle or the camping outfit or the baseball suit you want. Have a fixed schedule of work. Each morning determine how long you will play the game that day, what persons you are going to see, what stunts you are going to pull off. Then play out the inning *as you have planned it*.

"Don't need our last bat!" is often the riotous call that breaks up a ball game in the middle of the ninth inning. Our selling-game isn't played that way. Have a fixed schedule of work. Play out the game.





## Summer Plans

In summer you can use many good plans for getting customers. In winter the days grow dark so early that there is little chance of working among the residences after six o'clock. But during the longer days the best time to work in the residence section is in the evening. Then you will find the people sitting out on the front porches, on the lawns, on settees, in hammocks and the like, willing and ready to read.

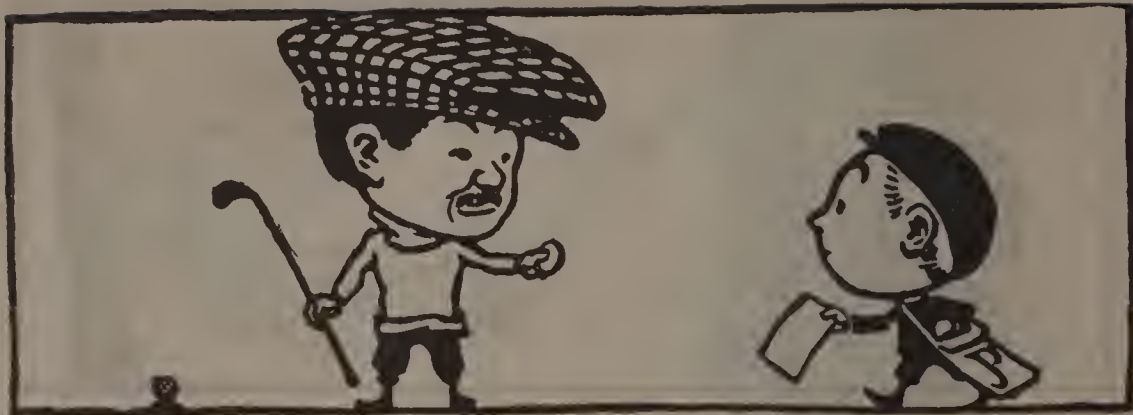
Arrange to work an hour each evening throughout the week. Have an early supper, so that you can start out promptly, and go up one street and down the other, interviewing people sitting outdoors. We have a boy in New York who secured an average of over fifteen customers every evening in this way. You can figure out how many extra Rebate Vouchers it brought him.

During the middle of the day if you find trade dull in the business district go to the public park or the town common. In the hot weather thousands of people seek cool spots in city parks, as well as at the watering places of resort towns. We have a boy in New York City who sells from 250 to 300 copies every week to passers-by along Riverside Drive. In addition to the fun of making sales he enjoys the brisk tramp along the bank of the Hudson River.

In Buffalo one boy sells several hundred copies weekly to passengers going aboard boats for Cleveland and Detroit. In Cleveland scores of boys confine themselves entirely to the suburban trolleys, the cars going to and coming from Euclid Beach and other summer resorts. Our boy agent in Brandon, Manitoba, recently increased his order to supply the demand created by a street fair.







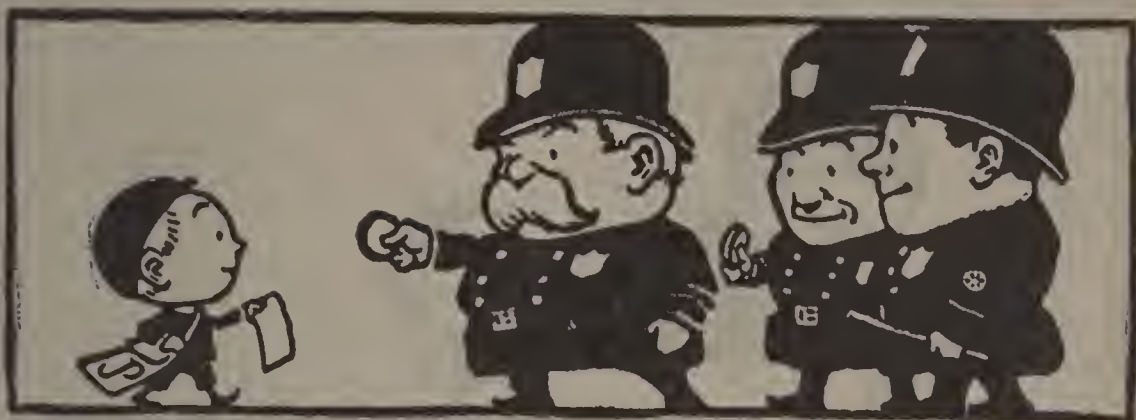
In Sault Ste. Marie the boys come pretty near "taking the cake." At this city the great locks connect Lake Superior and Lake Huron. The steamship officials forbade them coming aboard the steamers when they were in the locks, and it used to be that only those few passengers who came down the gang-plank to stretch their legs on the wharf bought copies.

But what the boys did was this: They procured a small basket and fastened it to the end of a long fishing-pole and, armed with a goodly supply of Posts, awaited the arrival of the steamers. When one of the big ships came in the boys got busy. Putting a copy of *THE POST* in the basket, they hoisted the basket up to the deck of the steamship. As soon as the passenger took *THE POST* and dropped his nickel in the basket the latter was lowered, the nickel put in the boy's pocket and another Post placed in the basket and raised to the steamer's deck. "I give up," said one man; "any boy who is smart enough to think of this means of reaching me is deserving of business. I won't miss the nickel and the magazine will do me good."

There are one hundred and one places to sell copies in summer where none could have been sold last winter. Hundreds of live boys are discovering these places. There are lots of them in your town. Here is a brief summary of good points where customers may be found during the summer months:

- On the clubhouse steps
- On the golf links
- In the park
- At the summer hotel or boarding-house
- In the railroad depot
- At the wharf





On board excursion trains and trolleys

At the picnic grounds

At the fair grounds

At the baseball grounds.

In winter or summer, regular customers may be found in different places, as follows:

Office buildings

Chamber of Commerce

Custom House

Stock Exchange

Post-Office

Court House

Hospitals

Fire stations

Apartment houses

Railroad offices (freight as well as passenger)

Railroad depots

Street railway waiting-rooms

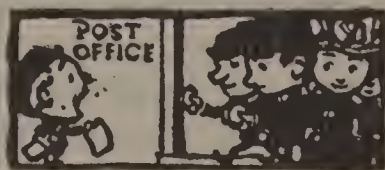
Telephone offices

Police stations

Colleges and schools of all kinds.

Hotels—in the lobbies and sometimes by getting permission to place copies for sale on the cigar counters.

Restaurants—often you can obtain the privilege of placing your copies for sale on a cigar case or at the cashier's desk.



## The Sample Copy Plan

The name of this plan explains what it is. How it gets results is best shown by a story about a little shrimp of a lad with a tousled red head. His name is Thomas Troy. He is ten years old. Mr. R. B. Kuehns, Assistant Manager



of the Niles-Bement-Pond Company, New York City, writes us about him as follows:

“My little newsy, Thomas Troy, is a newcomer in the business. Shy at first, he would cautiously open my office door, remove his cap, and with fear and apprehension place my newspaper on my desk and disappear without waiting for his penny. The next day I instructed him how to take out a little drawer in my desk, take a penny and push the drawer back without disturbing me.

“One evening as I closed my desk I noticed a SATURDAY EVENING POST in the fold of my evening paper. I took both with me and read both. The POST incident slipped my mind until the following Thursday, when Thomas informed me that there were no more pennies in the drawer. I gave him a dime, and he returned to me nine pennies, keeping one for the evening paper. He also left with me another copy of THE POST, without asking payment or permission. I read the second POST that night on the way home.

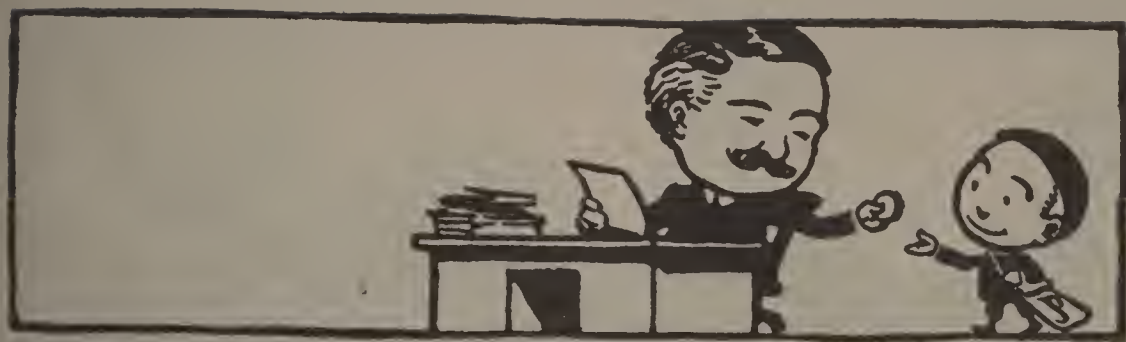
“The following Thursday the boy abruptly asked: ‘Do you like the stories in THE POST, sir?’

“My smile must have encouraged him, for the lad immediately picked up courage and said that he would leave a copy for me every Thursday if I wished. Thus I became a regular POST reader. I made a number of inquiries in regard to Thomas Troy and gleaned the following facts:

“The first time he left a sample copy with me he left about twenty copies at various offices in the building. Three copies were returned the following evening with, ‘You must have left this by mistake.’

“The next Thursday another sample copy was left at twenty different desks, as before. The third week an inquiry was made at each desk, with the result that he not





only delivers twenty copies in the Trinity Building, but also received payment for most of the sample copies he had left the previous weeks.

"This boy is a coming advertising man—business man. He may be shy and lack the bravado of the average urchin who at first may win, and later annoys, but in the long run he is the one who will command the greatest attention and hold it. I asked him if he was not afraid of distributing sample copies so freely, and he replied that he was careful to leave a copy only at the desks of such men as he felt would be responsible."

Thomas Troy is dead right. Try the sample plan. You will find it good in the long run, even if at first you have to sacrifice some of your profits. Bear this in mind: Only the "meanest man in the world" will take advantage of you. You cannot lose.

## Unexpected Opportunities

You never can tell when a fair or a benefit show or a boat race or a baseball game is going to give you a chance to sell lots of extra copies. There are too many "unexpected opportunities" for us to tell you all about them. You must be on the lookout, as George Blount was when the circus came to town. "Hurrah! The circus is coming!" shouted George, as, with empty Post bag, he rushed panting into the house for more copies. If I don't sell some extras to the visitors in town on circus day, my name's not George Blount."

Everybody who has been in a small town on circus day knows how people flock in from miles around to see the parade and the performance. Every camel and every elephant is a marvel in itself. Compared with people in small towns, city folks don't know what a real circus day is. Hours before daylight the freight-yard is thronged with





little urchins, who would raise an awful howl if asked to get up in time to draw water or split kindlings before breakfast. They are waiting for the first section of the long-looked-for circus to arrive.

George Blount was among the number awaiting the arrival of the circus in Wilson, but he was there for *business*, not for *fun*. As soon as the first train pulled in George singled out the manager. "I want to make a dicker with you to put a big sign on the biggest elephant in the parade," said George. "I am agent for The Curtis Publishing Company here, and I want to sell more SATURDAY EVENING POSTS than have ever been sold here. It will be a bully chance to do business with hundreds of visitors who will be in town to attend the show. I have the sign all painted, and have ordered several hundred extra copies."

Perhaps it was George's spunk, perhaps it was the sheer absurdity of the stunt, but, anyhow, bursting into a hearty laugh, the manager told George to go ahead.

The morning turned out bright and clear, and long before ten o'clock, the hour of the parade, the streets were packed with pleasure-seekers from near-by villages and farms. At last a cry was echoed down the line: "Here they come!" And soon the first wagons of the parade came rumbling past. And what a shout went up as George appeared astride an elephant decked out with a huge sign, and a clown on each side handing out copies and raking in nickels.

Throughout the afternoon and the evening George handed out copies from the elephants' inclosure. The good-natured people were eager to spend their money. George took in nickel after nickel. He counted up his profits that night and found he had sold over 800 copies. Tired





with the long day's work, but happy as a king, he trudged off to bed, vowing it was the best circus day he had ever known.



Keep *your* eyes open for unexpected opportunities. Some day you may sell 800 copies, as George Blount did.

## Letters from 519 Customers

As we said before, we recently asked a number of new readers how they were induced to buy *THE POST*. Five hundred nineteen persons answered our inquiry—five hundred nineteen enthusiastic “steadies” who previously knew *THE POST* only by name and then cared nothing about it. Each of these customers told us precisely *why*





he bought his first copy, and *why* he now buys from his particular boy.

How would you like to see five hundred nineteen eager Post readers assembled in the Opera House, see them rise one after the other and hear them tell you *their reasons for buying*? You will probably never attend such a meeting. You may never hear such testimony. But you can read it. The reasons why these five hundred nineteen customers bought their first copies, and continue to buy, are as follows:

*Fifty-three* customers bought because the boys who served them *knew the contents of that issue and talked about that*.

*Forty-one* customers bought because the boys who served them introduced themselves by *holding up the front covers*.

*Forty* customers bought because the boys who served them *persisted and kept on talking even after their prospects said "Get Out!"*

*Thirty-seven* customers bought because they were *impressed by the respectful manner* of the boys who approached them.

*Thirty-six* customers bought because of the *bright smiles of their boys*.

*Thirty* customers bought because they saw that their boys *believed each customer would get his money's worth*.

*Twenty-eight* customers bought because the boys *urged the merit of a serial story*.

*Twenty-seven* customers, largely women, bought from Post boys who *presented a neat and cleanly appearance*.

*Twenty-four* customers bought from boys whose *earnestness was impressive*.

*Twenty-three* customers bought from boys who *talked*



*about their customers' reasons for wanting rather than the boys' reasons for selling the magazine.*

*Twenty-one customers bought only after first "joshing" or teasing the boys. (Stick to 'em if they start to kid you.)*

*Twenty customers bought from boys who talked about the "Who's Who" page.*

*Fourteen customers bought from boys who were willing to trust them until the next week.*

*Thirteen customers who first said they couldn't afford it bought from boys who showed them an article entitled "How to Borrow Money."*

*Twelve customers bought from boys who said, "Thank you."*

*Ten customers bought from boys who were willing to go to any inconvenience to deliver.*

*Ten customers were first induced to thumb over the pages, and so bought after seeing articles which interested them.*

*Ten customers bought from boys who attracted their attention by shrewdly-worded calls, such as "Here's YOUR Post," and "Sir, you have forgotten something."*

*Only nine bought from boys who made a prize appeal. (You are interested in the prizes. If your customers are interested in the magazines, talk their reasons for needing, not your reasons for selling, and you will sell more copies than by any prize appeal.)*

*Certain of these five hundred nineteen customers refused to buy at first. We asked them why.*

*Eight refused to buy from boys who yelled boisterously at them.*

*Five refused to buy from boys who made begging appeals.*

*Two refused to buy from boys who were ignorant of the contents of the magazine.*



## CHAPTER IV

# What to Sell to Women

**T**HE LADIES' HOME JOURNAL is the foremost magazine for women, just as THE SATURDAY EVENING POST is the most popular magazine for men. You should sell both magazines. Then you will find a customer in practically every grown person. Your profits will be doubled. Your Vouchers—well, before you know it you will have enough for that bicycle.

Let us run over a list of the people who will buy THE JOURNAL from you.

First: There is the *housewife*. She is almost always at home, and you are dead sure of finding something in each issue that will *make her buy it*, if you point it out to her. All you have to do is to learn her hobby or her particular household problem—and open THE JOURNAL to some article that bears on it.

Second: *Mothers*. In every home where there are children you will find some one planning, working and praying for their welfare. You know who it is—their mother. Now, in every issue of THE JOURNAL are published strong and appropriate articles—articles which any mother will be eager to read as soon as you tell her about them. “How I Taught My Children About Money” and “The Personal Experiences of Mothers” are among these. Be sure to try each home in which there are children.

Third: *The business man*. Most business men are married and have wives and daughters at home. Just as they buy THE POST for themselves they will buy THE JOURNAL for their women folks. Put it up to them to do so.





Fourth: *Shop girls*. Women whose purses are none too full are always on the lookout for ways and means to live more cheaply. **THE JOURNAL** tells how to make clothes and how to re-make them—how to trim hats and how to re-trim them—how to make money, how to save it.

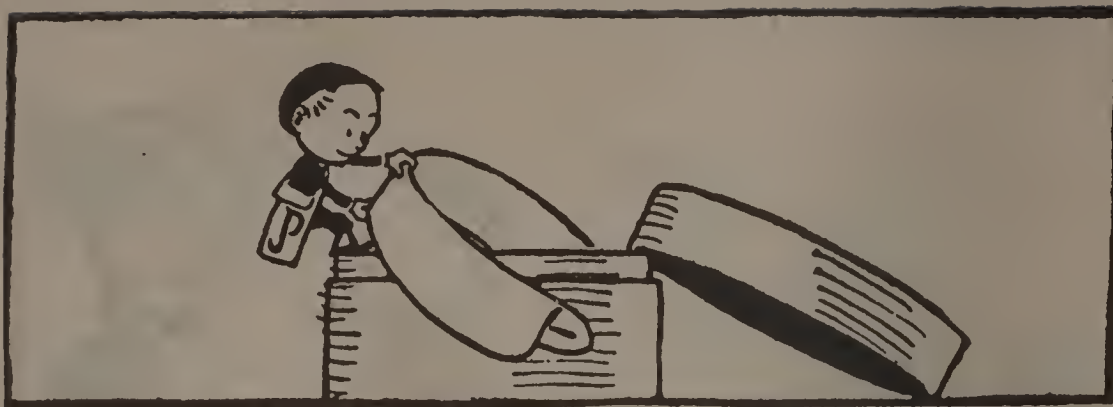
Fifth: *Shoppers*. In and out of the stores in business sections you will see streams of women doing the day's shopping. They are buying everything the household needs, from the kitchen to the garret, but unless you remind them they'll go home without the evening's reading. Shoppers always have lots of change with them. They are prepared to carry their packages and are ready buyers.

Sixth: *Theatrical people* are eager readers. **THE JOURNAL** contains articles and stories such as "My Days With Maude Adams in the Desert," "Playing Tennis With Sarah Bernhardt" and "Why Actresses' Dresses Are Effective," which sell like hot-cakes, when you stand outside the theater and accost people as they enter and as they leave. Don't forget that the people on both sides of the footlights are interested.

Seventh: *Fiction lovers*. If anybody loves a good story it's a schoolgirl, and she will find it in **THE JOURNAL**. If there is a girls' school or a girls' college in your town be sure to sell **THE JOURNAL** to the students. Read "The College Plan," page 34.

Eighth: *Pianists*. Most women are musical. They love music whether or not they can sing or play any instrument, and they'll find on Josef Hofmann's page plenty of reason for buying **THE JOURNAL** each month. Open the magazine and show them Mr. Hofmann's replies to inquiries, and the page of piano music.

Ninth: *Churchgoers*. All church people, the minister and the congregation alike, will find "The Minister's

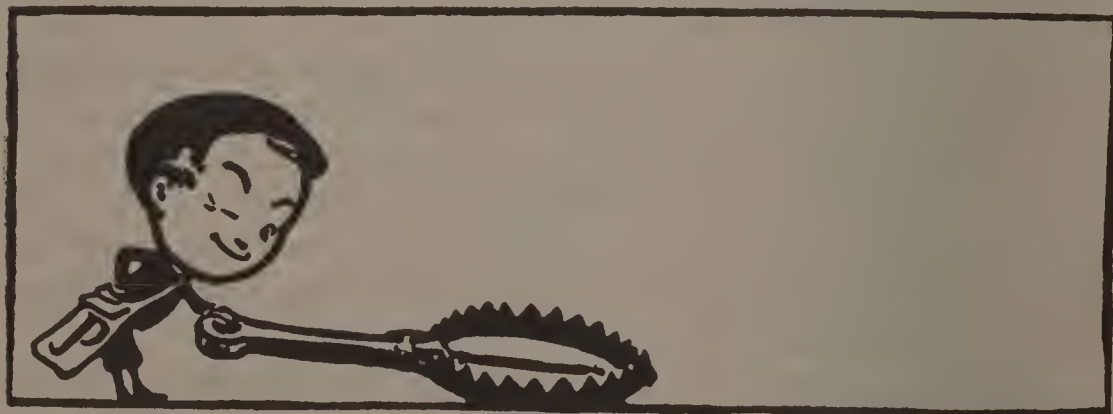


Social Helper” of great assistance in the church work. Play this up and you’ll get lots of readers among the churchgoers.

Dressmakers, milliners, architects, decorators, florists, suburbanites whose hobby is the flower garden—all these will buy *THE JOURNAL* if you drive home as an inducement the articles which are written *for them*.

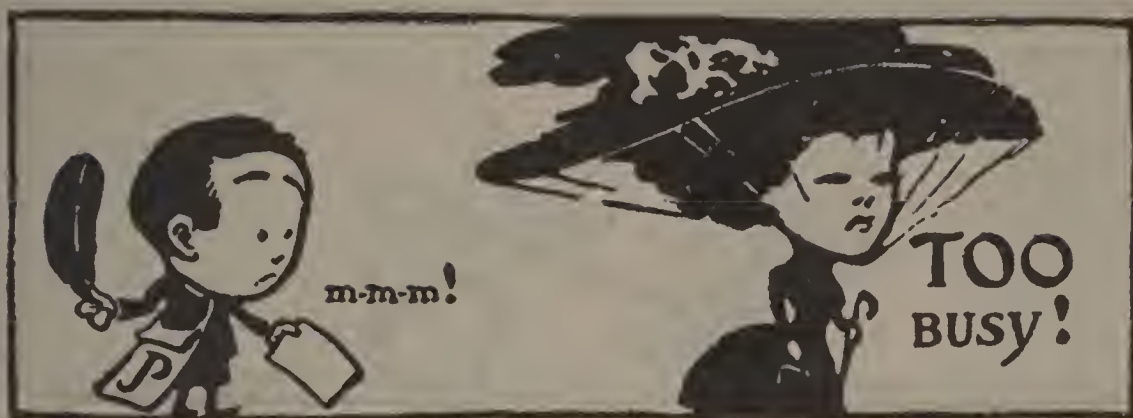
In short, readers of *THE JOURNAL* are to be found everywhere, in all classes, ages and kinds of people, and every customer you can get is worth half a dollar a year to you and six Vouchers—and you only have to deliver twelve copies to get them.

These people are among those who will read *THE JOURNAL*. They’ll read it if you *show* them *why* they should. But you’ll have to watch out for traps, just as you will when selling *THE POST*.



## JOURNAL Traps

The traps described on page 11 will be waiting for you—your *JOURNAL* prospects will try to “put you off.” You will want to watch out especially for the two traps we’re about to mention.



### “I Must Ask My Husband”

When a lady tells you she must ask her husband you are almost sure to get her as a customer—if you handle her tactfully. In the first place, when a woman says this you have convinced her that she needs **THE JOURNAL**. She is only waiting to see what her husband says. As far as she is concerned you have landed the order.

Now, you don't want to go through the performance again and convince her husband after you have already convinced her. Get her signature right on the spot. Tell her this:

“Why, Mrs. Jones, I am sure that if your husband knew that you want **THE JOURNAL** he couldn't give me the fifteen cents quick enough. After all the bigger things he has done for you he will not interfere in a matter involving so little money. On the other hand, he will be agreeably surprised when he comes home tonight and finds your little girl cutting out “Flossie Fisher's Funnies.” You spend more time at home than he does and he knows that *you* are the best judge of what the home needs.”

### “Too Busy to Read **THE JOURNAL**”

If a woman tells you this you may be sure she doesn't realize how **THE JOURNAL** will help her. She thinks it has good stories only. She doesn't know that every month **THE JOURNAL** contains short cuts on housekeeping that will lighten her work.

We are reminded of a letter from Mrs. Lynch, a lady who lives in Nashville, Tennessee. She writes us how Tommy Baird, a ten-year-old Curtis boy, secured her order for **THE JOURNAL**.

Mrs. Lynch was standing in a very-much-disordered kitchen with a perplexed look on her face. “Dear me!”





she exclaimed nervously. "Everything seems to come at once. Here's the house all topsy-turvy from cleaning and the paperhangers—and now I have to put up the children's lunches, and I can't think of a thing to make them up from."

As she was speaking the doorbell rang. "Goodness!" she exclaimed, as she started hurriedly to the door. "How that startled me!"

Opening the door, she saw Tommy standing on the top step, holding his copy in his hand.

"Good-morning," he said, quickly and politely. "I am selling *THE LADIES' HOME JOURNAL*. Will you buy a copy? Just glance through it," he added, as he extended a copy of *THE JOURNAL* and opened at "The Springtime Garden and House."

"Oh, I can't stop to look at it now. I have all the children's lunches to make up," said Mrs. Lynch, making a move as if to go inside.

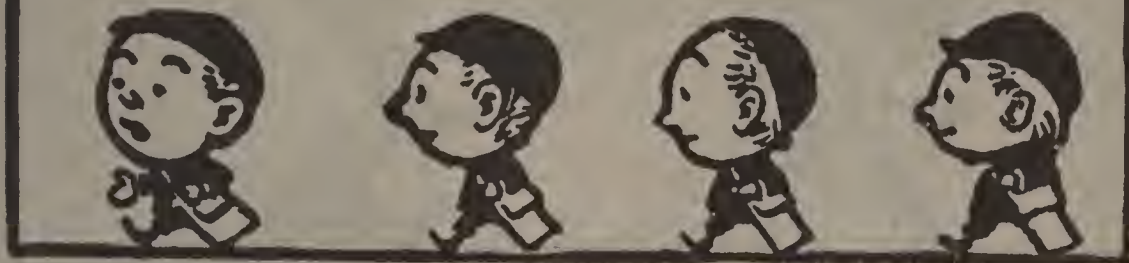
Hearing her, the lad hastily opened the magazine at another page and held it out to her. "If you have to put up school lunches every day," he said, "here's an article that will help you. It tells lots of things about how to put up school lunches."

She took a glance at the article. The words that caught her eye were "Putting Up a School Lunch is Not Troublesome."

"Well, that's interesting," thought Mrs. Lynch. "I will take this copy." Then she hunted up her pocketbook and paid for it. "Thank you," said Tommy. "I will come and see you again with the next issue."

Do you see why Tommy sold *THE JOURNAL* to Mrs. Lynch? He knew the contents of the magazine so well that when he heard her complaining about having to put

## Onward, men!



up lunches for the children there flashed into his mind the very article which would interest her.

### Special JOURNAL Selling-Plans

The selling-plans worked out by our champion boys—see pages 27 to 49—hold good for **THE JOURNAL** as well as for **THE POST**. You can use the “Exchange Plan” in selling **THE JOURNAL**. The butcher, the baker, the candlestick maker—they have wives at home. They ought to carry **THE JOURNAL** home as well as **THE POST**.

The “Society Plan” will work finely—especially when you offer to give part of your profits to the Women’s Guild, to the Y. W. C. A., or to some other project in which women especially are interested.

The “Endless-Chain Plan” will get you lots of customers. The “Prize Plan” will interest your customers in your efforts to get that tool chest or bicycle lamp, and they will want to help you out. The “Get-There Plan” is for **THE POST** alone, but the “College Plan,” if tried at a woman’s school or college, will sell lots of copies for you.

You can readily get other boys to help you—and you’ll want to if you sell lots of **JOURNALS**, because **THE JOURNAL** is a heavier magazine. Try the “Plan of Sub-Agents.”

The “Purchasing-Agent Plan” wins women everywhere. Most women are far too busy with their household work to go downtown after that cake of yeast they need for tomorrow’s baking, or for the strawberries for supper. They’ll jump at the chance if you’ll offer your services, and will gladly buy a copy of **THE JOURNAL** to show their good will.

But there are other plans, too, that will enable you to sell more and more **JOURNALS**. These plans are not **POST** plans—so we haven’t mentioned them until now. The first is:



### Using a Name

The strong points of this plan are brought out in the following story about Jack Raille:

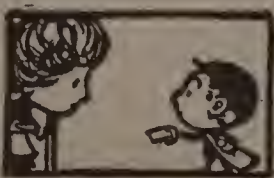
"Mrs. Phillips is engaged and can't see you now," said her maid, who answered the bell. "Please give her this," replied Jack, offering a card like the following:

MASTER JACK RAILLE

Jack chuckled softly to himself as the servant disappeared to find her mistress. A wise woman is Jack's mother. She had coached him well.

Mrs. Raille plays the piano well. Enrico Caruso's love waltz, "Love's Torment," published in the June number of THE LADIES' HOME JOURNAL, caught her fancy. Jack's appeal to his mother for help in his effort to sell the twenty-five copies he had ordered fell on good ground.

"I'll tell you what to do, Jack," she said brightly. "Take this copy bearing your name written above 'With my compliments,' to Mrs. J. Collings Weatherbee, and ask her to try the Caruso waltz on the piano. If she likes it ask permission to recommend it to her friends, then come and tell me what she says."







Mrs. J. Collings Weatherbee is a prominent social leader in the city, as well as a musical critic of prominence. Mrs. Weatherbee praised the Caruso waltz, bought the copy and gave Jack the privilege of *using her name*.

Mrs. Raille then prepared for Jack a list of names and addresses of twenty-five women in the Weatherbee set who play the piano or who have daughters that play. Upon a number of Jack's cards Mrs. Raille wrote the magic words which induced Mrs. Phillips to invite Jack in.

"Good-morning, Mrs. Phillips. Mrs. Weatherbee believes you will enjoy this new Caruso waltz. She likes it immensely."

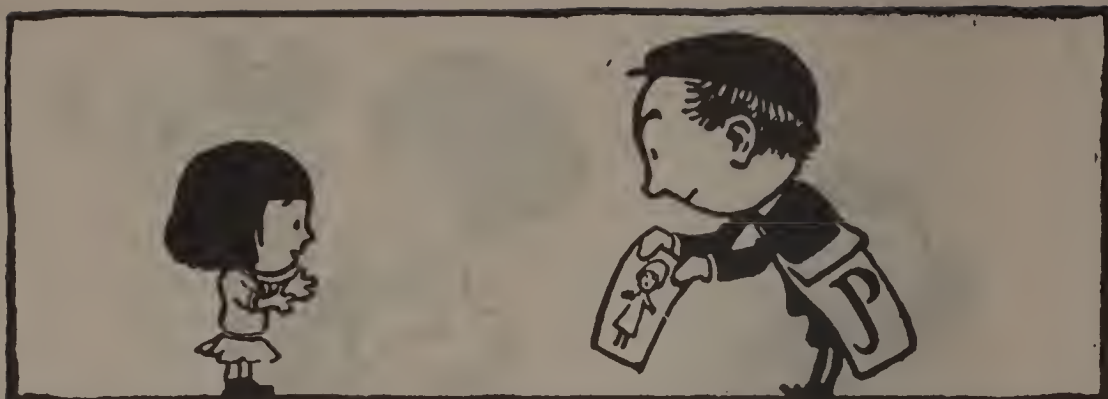
Mrs. Phillips opened the piano then and there and ran over the notes hastily, and, of course, her opinion of the waltz agreed with that of Mrs. Weatherbee.

"The waltz has been published only in *THE LADIES' HOME JOURNAL*," continued Jack; "the price is fifteen cents. Selling *THE JOURNAL*, you know, and would like to bring you a copy of each issue. Mrs. Weatherbee is one of my customers."

Mrs. Phillips bought the copy.

Nothing in a name! The use of that name and story about Mrs. Weatherbee obtained for Jack a house-after-house entrance which put into his pocket the first dollar he obtained selling *THE JOURNAL*, and it is certain that Jack will sell the magazine to these women as long as he continues.

You may not find a Caruso waltz in each issue of *THE JOURNAL*; probably you will never find a similar page in *THE POST*, but you will find some story or article in each number of each magazine which will enable you to work Jack Raille's plan in your neighborhood.



## Talk About the Children

Often a woman won't buy a copy for herself, but if you mention her children and point out something they would like she will scurry upstairs after your fifteen cents. One of our boys writes:

"When I go to canvass for customers I make it a point to stop at every house where I know there is a little girl. If she is out front, so much the better. If not, I try to see her before I ask her mother to buy. This is what I do: I open my sample copy of *THE JOURNAL* to the 'Flossie Fisher's Funnies' page. Then I say to the little girl, 'Aren't these funny? Don't you wish you had them?' Of course, she says she does wish she had them, and then I say to her, 'Well, if your mama buys *THE LADIES' HOME JOURNAL* from me you will get them and she will get a mighty fine magazine.'

"In no time she has made up her mind that she just has to have that page, and in we go to see her mother. And you ought to see those girls teasing their mothers to take *THE JOURNAL*. And then I tell the lady what a fine magazine *THE JOURNAL* is, and I show her all the important articles and stories *THE JOURNAL* has.

"My sales of *THE JOURNAL* have been increasing every week, and it has not been nearly as hard as I thought it would be when I started. The first five copies were the hardest that I had to sell, but they were not as hard as I thought they would be. Since I got the line of *JOURNAL* talk down, and worked out this scheme with the little girls and the 'Flossie Fisher's Funnies' page, new customers have been coming my way every month. I don't mind the heat, the profits are good, and it certainly is fun to see those little girls make their mothers buy *THE JOURNAL* from me."





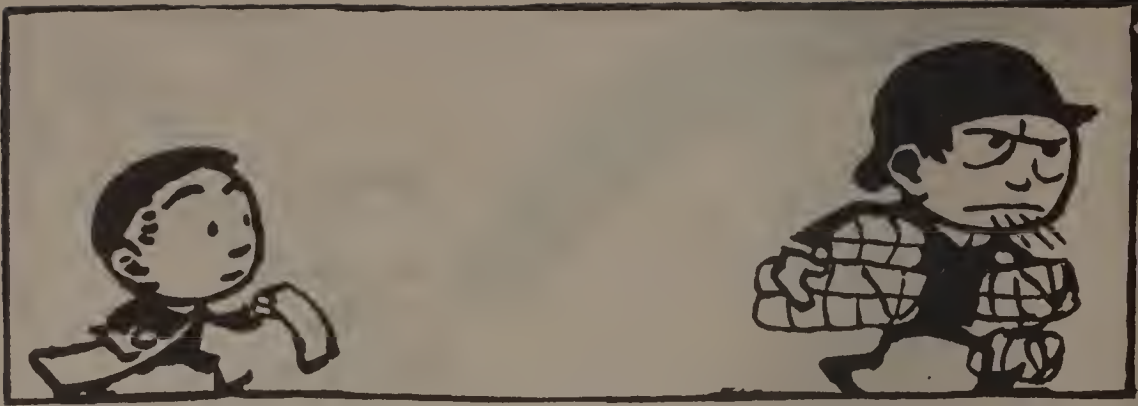
## Ask Customers to Get Prospects

This plan is similar to the Endless-Chain Plan (see page 30), but is different in this respect: Your customers *personally* get new readers for you. If you can interest one or more of your JOURNAL customers in your work and in your efforts to procure a watch or a camera, or some other definite Prize, she will put in a good word for you at the sewing circles, church meetings and other gatherings which she attends. From her you can get the names of the ladies to whom she spoke; then, when you approach them you will only need to announce yourself to make the sale.



He couldn't  
have pleased  
me more!





## CHAPTER V

# Another Source of Profits

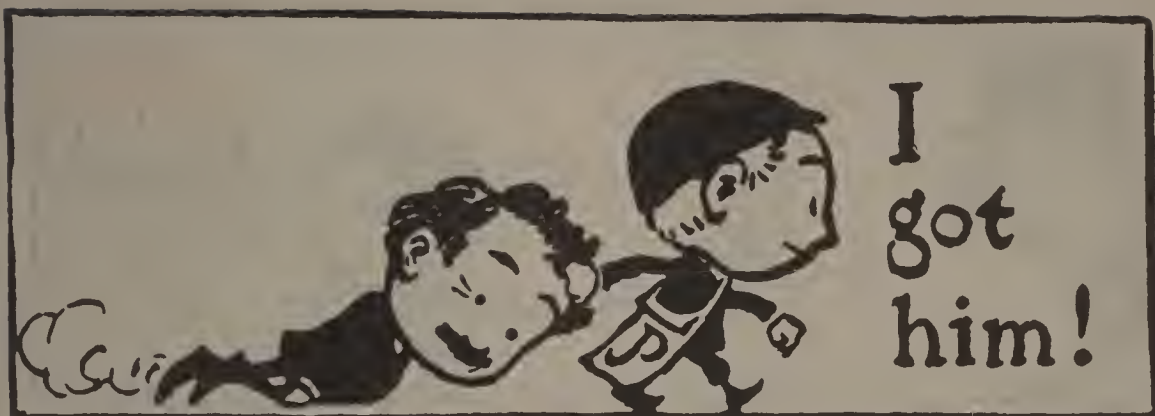
**T**HE COUNTRY GENTLEMAN is the third Curtis publication. It is the oldest farming magazine in the world. We bought it recently, and intend to make it the most widely-read farm journal in the country.

How are we going to do this? By giving you money, Vouchers and Prizes such as you receive for selling THE POST and THE JOURNAL. By making THE GENTLEMAN such an interesting, authoritative and useful magazine that farmers, suburbanites and city people, all alike, will be waiting for Thursday to buy their copies—women as well as men.

To whom, then, are you going to sell THE GENTLEMAN?

*Sell to your Post customers.* Tell them that THE GENTLEMAN is published by The Curtis Publishing Company, the Company back of THE SATURDAY EVENING POST, and they will know that it is good. If they don't buy at first, leave a copy with them (see the Sample Plan, page 43), and ask them to look it over. The proof of the pudding is in the eating—a taste of THE GENTLEMAN, and they'll want it every week.

Of course, the *farmer* will buy THE GENTLEMAN—if he hasn't done so already. Primarily the magazine is for him. It covers every phase of his business. It teaches him how to grow more wheat per acre, how to sell it and make more money, how to feed his livestock to get the best results, how to paint his barns so that they will stay painted. Look through a copy. See for yourself what splendid articles we are publishing. Show him "The Congressional Calendar," "The Crops and the Markets" and "Efficient

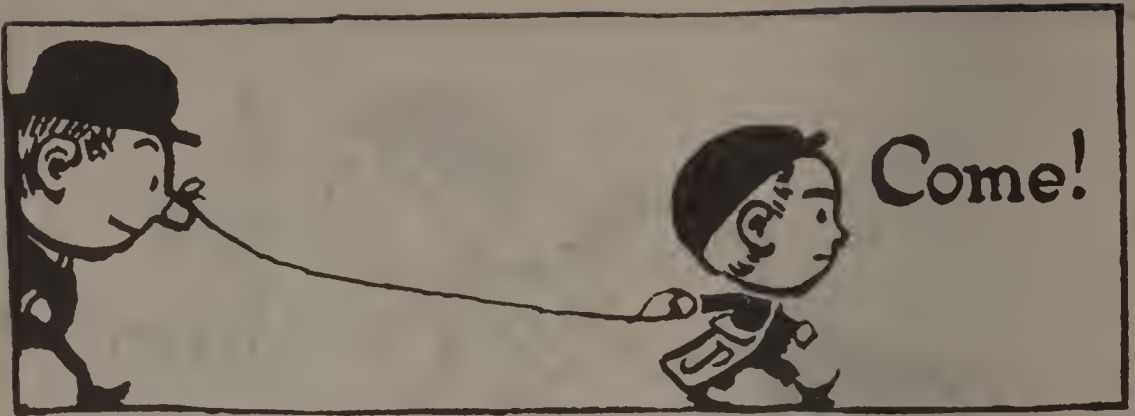


Farm Management.” Every farmer you know and can see ought to be a steady reader of *THE GENTLEMAN*. Will you see that he is?

*Commuters* will read *THE GENTLEMAN* eagerly. They are the men who work in the city and who, when work is over, run for their trains, to build a sweet-pea trestle or to weed the nasturtium bed before supper. Most commuters are farmers on a small scale. They keep chickens or grow tomatoes or own a cow. Chickens, tomatoes and cows are their hobbies. Offer them *THE GENTLEMAN*, point out some article which bears on their particular hobby, and you will make sales and get steady customers. So on the afternoon of *GENTLEMAN* day—which is *POST* day, too—be sure to visit the railroad stations and you will sell lots of copies to homeward-bound suburbanites.

*The city man*. What!—you say? What does the city man know or care about farming? Well, sir, he knows a lot more than you think, and as for caring—well, all of us hope to get back to the farm some day. In nine out of ten business men in the city there is a restless imp urging “back to the country.” So ask your business men acquaintances to buy *THE GENTLEMAN*. Say to each, “Are you going back some day?” When he says, “Where?” answer, “Back to the country.” Open a copy at “The Home Acre.” Make him take a look at it.

*The dealer*. In cities and towns you will find lots of dealers, men who make money by buying grain, vegetables and other produce from the farmers and selling it to the people in the cities at higher prices. Dealers *must* keep in touch with farming conditions. They *have* to know how the crops are. They have to know what the farmer is doing. It is part of their business. They need *THE GENTLEMAN*.



The *grocer* and the *butcher* are live prospects. They draw their living from the farms, and their profits depend on the crops. If apples are scarce the grocer will have to pay the dealer more for his supply. If hog cholera is prevalent the butcher will have to pay more for his hams. Both will accept your offer to supply THE GENTLEMAN if you put it up to them right.

The *banker* in your town will buy—and become a “steady.” Why? Because his business and the farmers’ business are closely associated. The wealth of the nation depends on the product of the farm. The wealth of your State and of your county depend on the product of *your* farms, and your banker knows this. Show him “The Congressional Calendar” and the banker will buy THE GENTLEMAN.

*Manufacturers* who make things for the farm, or who sell things to the farmer, will buy THE GENTLEMAN. The manager of the general store in the country town, the managers and employees of concerns that make plows, oil-cans, cream-separators, hardware, harness, etc.; dealers in seeds and bulbs, traveling salesmen—all these will buy THE GENTLEMAN if you will explain how it will help them.

*Women* buy THE GENTLEMAN. There is some article in each issue to appeal to them—no matter what they like. Only the other day we received a letter from one of our New York City boys in which he wrote that he had tried to sell a copy of THE GENTLEMAN to a lady who had lived in the city so long she hardly knew what the country looked like. She said she had no farm, she had no country home, she would have no use for THE GENTLEMAN whatever, unless, to be sure, it contained some article about horses; she just loved horses. The boy whipped out a copy of the





current issue and opened it at "The Need of Army Re-Mounts" and at "The Saddle Horse." The lady bought the copy.

Don't think for a moment that women who live in the city won't buy **THE GENTLEMAN**. In almost every issue you will find articles that will appeal to them, no matter in what they are interested.

And if the city woman will buy **THE GENTLEMAN**, think what a splendid chance you have to sell to the women who live outside the cities—the wives, the sisters, the daughters of the commuters and the small-town business men. Almost all of them grow flowers. They want to make their homes prettier. They want to know what plants are best for the north side of the house, the east side and the south side. They want to know all kinds of garden news—all of which are discussed in "The Home Acre." Many of them grow vegetables for the table; many of them keep chickens and bees. Be sure you play "The Home Acre" strong to the women who live in the suburbs.

The suburbanite is interested in **THE GENTLEMAN**; the farmers' wives can't wait for it. Very often the farmer's wife is the "business man" of the farm. She is keenly interested in all that interests farmers and she will also be interested in the articles that refer to the household and the domestic side of farming. Show her the articles on "Efficient Farm Management," "The Congressional Calendar," "The Home Acre" and "The Country Gentlewoman."

## Good Ways to Sell **THE GENTLEMAN**

You can boost your sales of **THE GENTLEMAN** by using the very plans we have suggested on pages 25 and 47. Read



them over. See for yourself how you can get GENTLEMAN customers through the Exchange Plan, the Society Plan, the Endless-Chain Plan and the others. In fact, you can generally work these plans for all three publications at once—thus finding in each person not *one* possible customer, but *three*.

Then, too, there are special plans for THE GENTLEMAN alone.

### Grange and Institute Work

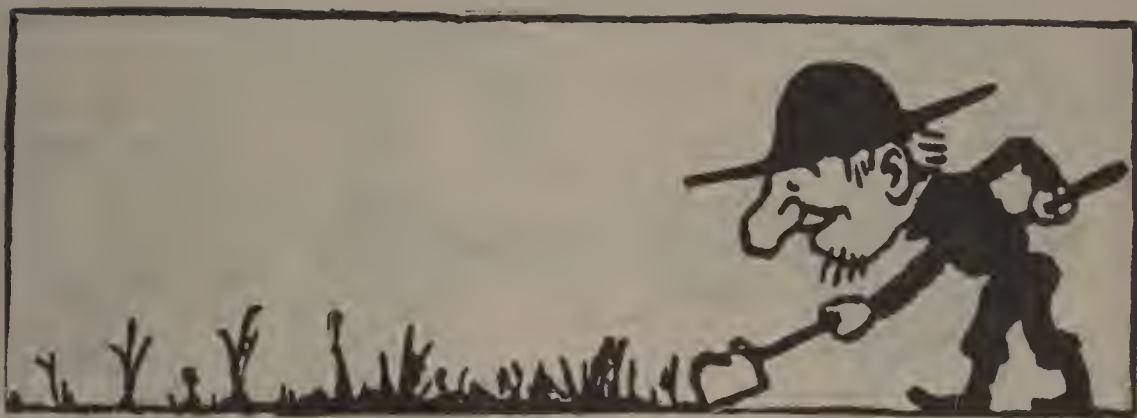
If you live in a town in the farming district you will have a splendid chance to sell at farmers' meetings. Farmers are like other people. Get them together and interest one and you'll have the interest of the others, too.

Sell a copy to one and more than likely you will sell a copy to every man present.

From your father, friend or neighbor find who is secretary of the Pomona or local branch of the State Grange, or of any other local agricultural organizations, Farmers' Institutes, Farmers' Clubs, Farmers' Unions, etc. Call on him if he lives in your town. Write him if he lives elsewhere. Find out when the next meeting is to be held. Ask him how many will be present. Learn what topics will be discussed.

Then order enough copies and study the Forecast for that issue. Decide what articles bear on the subject that is to be discussed. Present yourself at the door at the right hour and announce your business. Tell the farmers about THE GENTLEMAN, talk about its useful articles and show them one or more you have picked out.

Instead of selling outside, ask the secretary for permission to sell your copies from a small table on the floor of the meeting-room. Then you can show placards adver-



tising the special articles and sell copies while the meeting is in session, as well as while the farmers are entering and leaving the building.

### When Farmers Come to Town

From your grocer or hardware man find out what day or days the farmers come to town to sell their produce and to buy what they need. On those afternoons frequent the hotel where they leave their horses or the livery stables where they unhitch them and put them in stalls, or the ten-cent barns. Here you will see the farmers as they come to town and—better yet—you will get a chance to sell to them as they're feeding their horses at noontime or as they are getting ready to drive home. They have plenty of loose change when they are hitching up to go back to the farm. Their goods are sold. They have an evening before them—and probably nothing to read. That's the time to point out the good articles in *THE GENTLEMAN*.

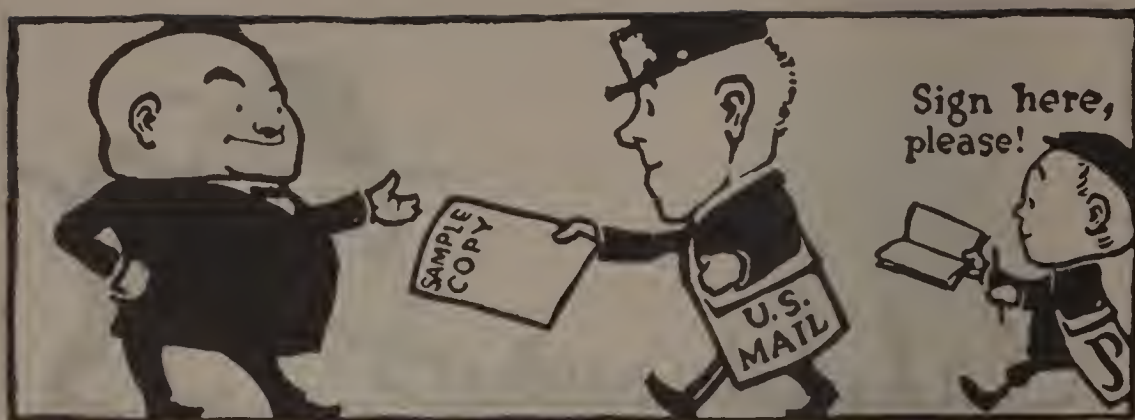
And if you live in a town near the water be sure to keep an eye on the piers and docks to which the progressive farmers bring their produce in their motor-boats or launches. Every year more and more farmers are beginning to carry their produce to market by water—that is, those whose farms are on navigable streams.

### The "Show-Them" Plan

Most people are "from Missouri." They want to be "shown."

Now, there is just one way of "showing" a prospective customer. Induce him to look through a copy and read the articles and stories. If you can get him to do that, nine times out of ten he's yours.





So we're going to help you "show" some of your GENTLEMAN prospects. On the inclosed blank, entitled "My GENTLEMAN Prospects," write the names and addresses of at least ten persons who do not read THE GENTLEMAN, but who would if you could get them to look through a copy. Send this list to us.

When we receive it we will send a copy to each person you name. We will send him a card telling him that the copy has been sent at *your* request, and we'll send you a letter telling you that the copies have been forwarded.

On the very next Thursday go to these prospects. Approach each with the question: "How did you like the magazine I sent you?" Then ask him if he read *that* article in it. Knowing what he raises, you know in what he ought to be interested. The chances are you'll get a regular customer.





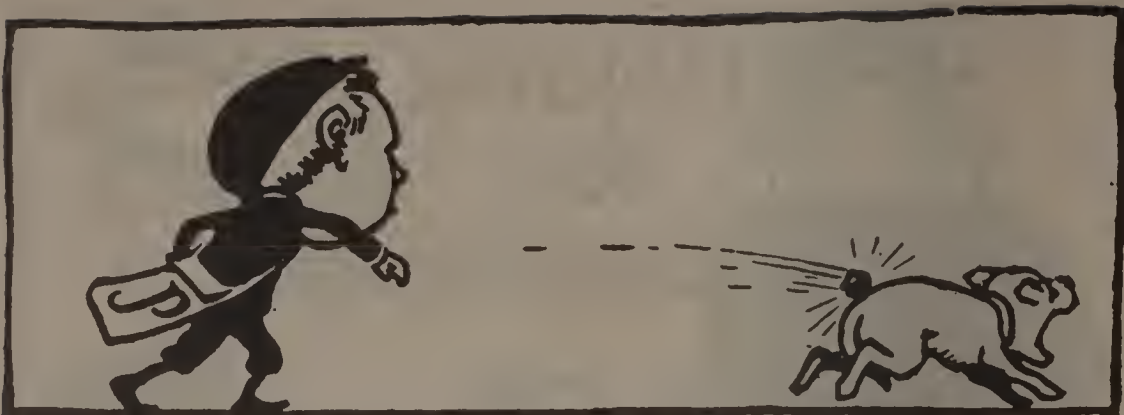
## CHAPTER VI

**G**ETTING your customers is only half the work. *Holding* them is just as important. Now, *how* to hold them. The “how” of holding them is summed up in the next few pages. You don’t want to work hard to get customers—and then lose them. So read these pages carefully.

### Causes for Stops

1. The boy is untidy or disagreeable.
2. The boy’s service is irregular. He comes around any old time.
3. The children don’t like the boy.
4. The boy stays too long.
5. The boy carries gossip.
6. The boy is too inquisitive about family business.
7. The boy is careless about giving change.
8. The boy insists on coming at mealtime.
9. The boy will not close the gate or ring the bell.
10. The boy wants to sell soap, tickets and the like.
11. The boy won’t wipe his feet on the mat.
12. The boy stones the dog or the cat.
13. The boy asks for things to eat.





14. The boy smokes cigarettes.
15. The boy swears.
16. The boy will not keep his copies clean.

You should study the wishes of your customers, and in your goings and comings behave yourself in a manner to please them.

In selling over a large route it is necessary to take care of the customers already on your books. Map out your route and give your customers reason to expect you at the same time each week—and then be there.

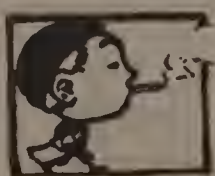
The value of promptness and reliability cannot be more strongly pointed out than in a letter received from Mr. William Christian, of Fairbury, Nebraska:

“Some time ago, for my wife, I began buying *THE JOURNAL* from one of your local *JOURNAL* boys. For a while he brought the copy promptly, but after a time he tired of the work, became careless and even failed at times to deliver the copy at all. Mrs. Christian enjoyed the magazine when she could get it, but her interest in it began to wane on account of the irregular deliveries by the boy and because of his abrupt and noisy conduct.

“In the beginning we agreed to take it from him for six months, but long before the time was up we were obliged to discontinue because of the boy’s boisterous misconduct and poor service.

“Shortly before we stopped taking from this boy another Curtis boy called on us and modestly inquired whether we were taking *THE JOURNAL*. I said that we were. He replied, ‘All right, thank you,’ and immediately bowed himself out.

“I noticed that the latter boy passed our place frequently after that. He would walk by very slowly, holding







THE JOURNAL up in such a position that we could not help seeing it. After waiting a few weeks he came again to see us. He did not intrude, but seeing that I was busy, quickly stepped back out of the way and waited until I was at leisure. Then he stepped up to me and in a businesslike way asked if we were still receiving THE JOURNAL. I told him of the trouble I had experienced in obtaining the copies and stated that we did not care to begin again on that account. He said: 'You'll buy from me if I *bring it regularly*, won't you?'

"As I looked into his bright face and remembered his persistent, yet gentlemanly efforts, I agreed to take it.

"He thanked me and hurried on. Now we are receiving faithful service from a polite and intelligent boy. We intend to buy THE JOURNAL from this boy as long as we have the price and he is your agent."

## A Customer Saved is One Gained

When a customer stops you suffer a direct loss, for his nickels then go to some other use, and the time and effort you spent in getting him have not received their full reward.

If you think you can make good the loss of an *old* customer by getting a new one you are mistaken. When you get the new one you have had to put forth twice the time and twice the effort, and then stand just where you did before.

A large number of our readers who stop wouldn't have stopped if their boy agents had taken a little more interest in each and served him more promptly, touched his tender spots more lightly, respected his hobbies more thoroughly.

The number of stops is lowest among those boys who keep *close watch* on their customers. The customer who



stopped because the boy was not careful in serving her promptly, because he often left the door open and because he soiled the carpet with muddy feet, is *angry* at *him*, not *dissatisfied* with the *magazine*.

If that boy is you, call on her again and promise that you will do better if given another chance.

It's up to you to hold every customer by delivering promptly, by behaving politely and by paying close attention to each customer's wishes.

## Six Things to Remember

1. All Curtis agents are required to pay for their copies in advance. Most of our boys do so promptly. Only careless boys need to be reminded. Mail your remittances promptly on your regular mailing day. (See our pamphlet, "How to Keep in Touch With The Company," which will be sent on request). This is very important, for you know that:

2. You must deliver promptly to your customers if you are to hold their trade. Call at the post-office for your copies as soon as they arrive and deliver early on Thursday to your regular customers. Solicit new business afterward.

3. Read the Forecasts or have your mother tell you about the stories, articles and departments in the magazines. Look closely at the pictures. To sell lots of copies you must be able to tell people what is in the magazines. Learn what you are selling, so that you can talk to your prospects and interest them.

4. To "sell out" is highly desirable. The Curtis boy who gets the habit of selling out clean makes more money. Sticking to it until every copy is sold is the way to success.





5. Each week you should solicit orders from at least ten or twenty persons who are not now buying from you. Thousands of boys do this regularly. It must pay well or they wouldn't keep it up.

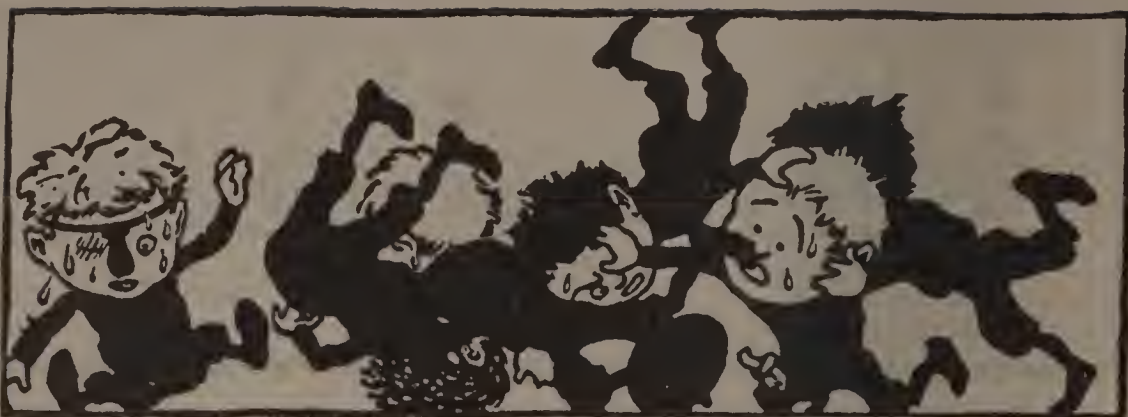
6. If you go away for a week or so in the summer, or are taken sick, arrange for one of your friends to supply your "steadies." Then they will know that whether you are sick or well, at home or away, you will see that their copies are delivered, and they will count on you.



## Order Early

Some of our boys do not realize how important it is for them to send their money for copies promptly. You have a schedule. You know just when your money should be mailed to us.





If you don't send your money promptly your copies will reach you late or not at all. We cannot send copies to any agent who doesn't send us enough money to pay for them. Our strict adherence to this rule enables us to offer you all the splendid Prizes in the Rebate Book.

Now, if your copies do not reach you on Thursday, you cannot supply your customers promptly—which is what they want. Read the story on page 68. If they don't get their copies from you on Thursday they'll buy them elsewhere, or else lose their interest altogether. In either case it is a dead loss to you.

Remit promptly. Then your copies will arrive promptly. Your customers will get them promptly and you will retain their good will.

Remit promptly. It is just as easy as remitting a day or two days late.

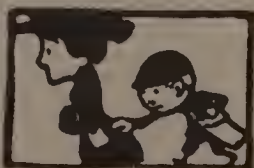
## Stealing

What boy hasn't seen piles of coats fringing the sidelines of the football grounds after school in the fall? Football is hot work, even in November.

If you should find a boy stealthily rifling the pockets of those stripped-off coats what would you call him? If he took another's money, knife or whatnot, you'd call it stealing, wouldn't you? Yes, you would call him a thief.

Working for our Prizes is just as interesting, and usually just as hot work, as football. And when the "square" Curtis boys peel off their coats and work for their bicycles, or whatever it is they want, they don't have to guard the pile against thieves.

On delivering to your regular customers next Thursday what would you think if you should find that another





Curtis boy had supplied them on Wednesday? Wouldn't your profits and Vouchers be stolen just as meanly as if that boy had gone through your pockets? Wouldn't he be a thief? Yes, selling on Wednesday is not only unfair—but downright stealing from “square” boys.

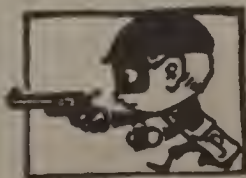
Any boy who, for any reason, sells on Wednesday is presumed to do so to take an unfair advantage of those boys that play fair. No sneakthief who rifles the peeled-off coats along the side-lines is meaner than the Curtis boy who, with soiled fingers, reaches stealthily after the unclean profits of Wednesday sales.

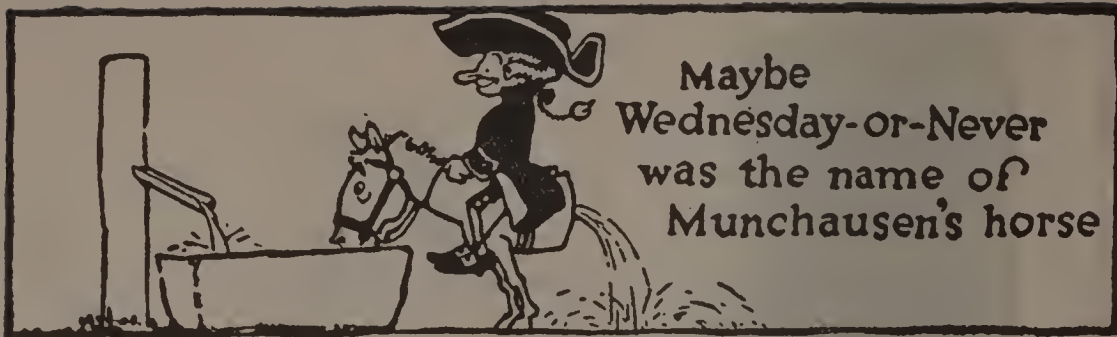
If it is stealing for a boy to sell on Wednesday what should be said of the *man*—of the newsdealer, druggist, stationer, train agent—who does it?

If you saw a boy stealing another's money you would go privately to him and try to persuade him to do right. Yes, you would give him a chance before making complaint to the authorities. So, if you see a boy selling on Wednesday you should first try to induce him to stop it.

Suppose the Wednesday boy doesn't listen to you. What is your duty then? Ought you not to report him to us? If you caught a thief robbing a bank you'd report him to the police, wouldn't you?

Yes, you should report to us every Wednesday boy or dealer who won't listen to you, and who persists in selling before Thursday. You should report every agent who sells **THE JOURNAL** before the twentieth of the preceding month. If in silence you permit another boy to sell **THE POST** or **THE GENTLEMAN** on Wednesday, or **THE JOURNAL** on the nineteenth, without reporting him to us *you* will be presumed to be guilty as well as he, and *afraid* to have the light turned on.





The agents who are caught selling before the sale date resort to various excuses. Once in a while an offender says:

“If I don’t meet the trains on Wednesday night I miss a lot of sales that I can’t make Thursday.”

When a boy writes in this way he puts profit above principle. Honest Curtis boys willingly forfeit sales which they can’t make with clean hands. You are not helping our circulation by selling Wednesday nights at the depot. Those readers will buy elsewhere on Thursday—their patronage won’t be lost to us, even if you don’t sell to them. The “Wednesday-or-never” excuse won’t hold water. It is no excuse at all.

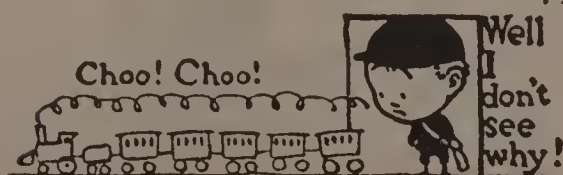
A few guilty Wednesday boys try to shift the blame upon their sub-agents. One of these dodgers recently said: “I don’t sell on Wednesdays. One of my sub-agents did it. He lives a whole mile away, and I have to let him have his copies Wednesday, so that he can serve his customers before school Thursday.”

You can’t hide behind your sub-agents in this way. If you let a sub-agent take his copies on Wednesday *you’re guilty* if that sub-agent sells them before Thursday—you’re responsible for any premature sales in your town.

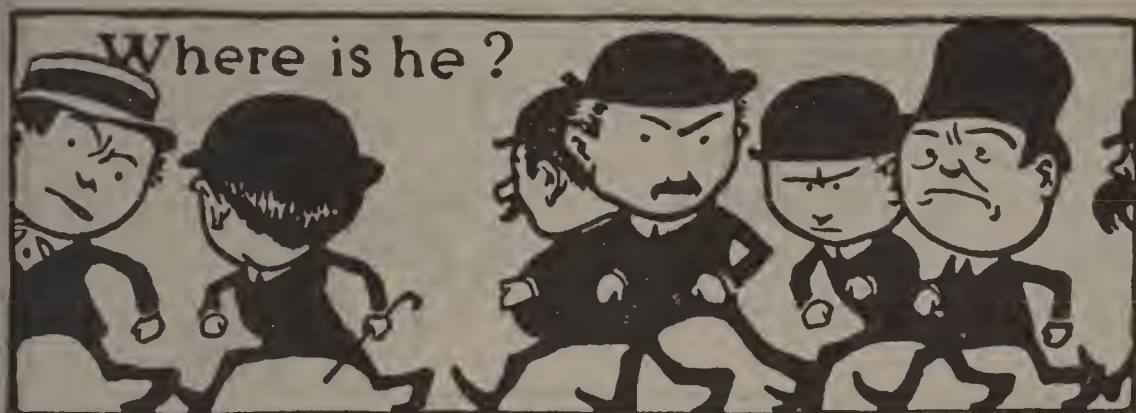
A few shifty boys have tried to dodge the Thursday rule by pretending to believe that they are only forbidden to sell to their regular customers. One of them put it this way:

“I haven’t delivered to my *regular* customers on Wednesday. I only sold to *chance* buyers on the street Wednesday night.”

You can’t escape the Wednesday penalties by making up excuses. Regardless of what reasons you have, the case will be judged according to this question: “Did you or did you not sell on Wednesday?” Any honest boy will cheerfully hold his copies until Thursday.







## One Boy's Mistake

The streets about Broad Street Station are the busiest in Philadelphia. There are more people passing along the streets day and night than in any other part of the city, and the Curtis boy who works around that neighborhood must be "all there." He must have a quick eye to see his customers—or he will miss sales. It is no place for a "dopey kid." That kind of a boy won't make enough money to buy shoe-leather.

We wish you could have seen what happened there one Thursday afternoon not long ago.

Hundreds of people were hurrying along on their way home from work to catch trains and trolleys, and Curtis boys and newsboys were selling magazines and papers right and left. Half a dozen young men came along. It just happened at the very moment when one of them mentioned that he wanted a copy of *THE POST* that they were at a point where a certain Curtis boy usually stands.

"Where is that kid?" inquired the young man. "Don't see him," answered one of the other fellows.

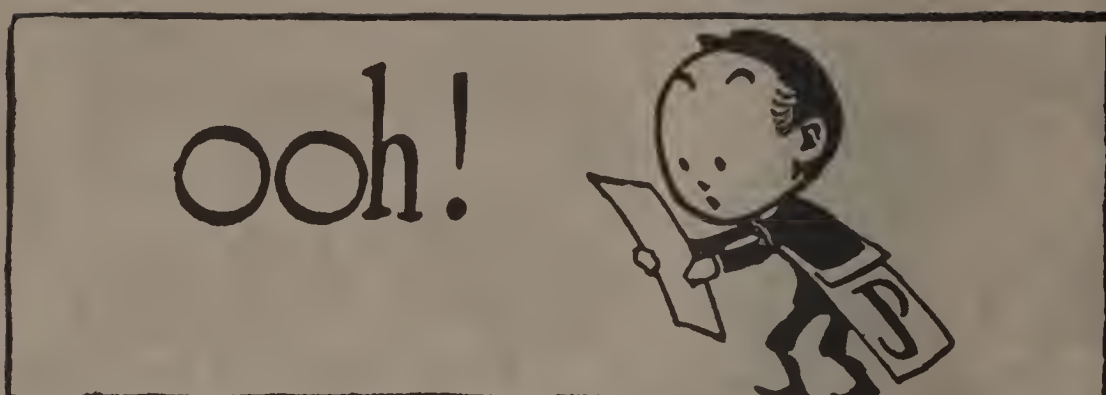
The young man looked no further, but kept on walking. At the next corner a wide-awake newsboy dashed up to them—he almost jumped at them.

"Here you are, sir! Get *THE SATURDAY EVENING POST*! Just out!"

That boy sold five copies to those young men, and before they had gotten their change in their pockets he was selling to other customers. That's the way a live boy does business.

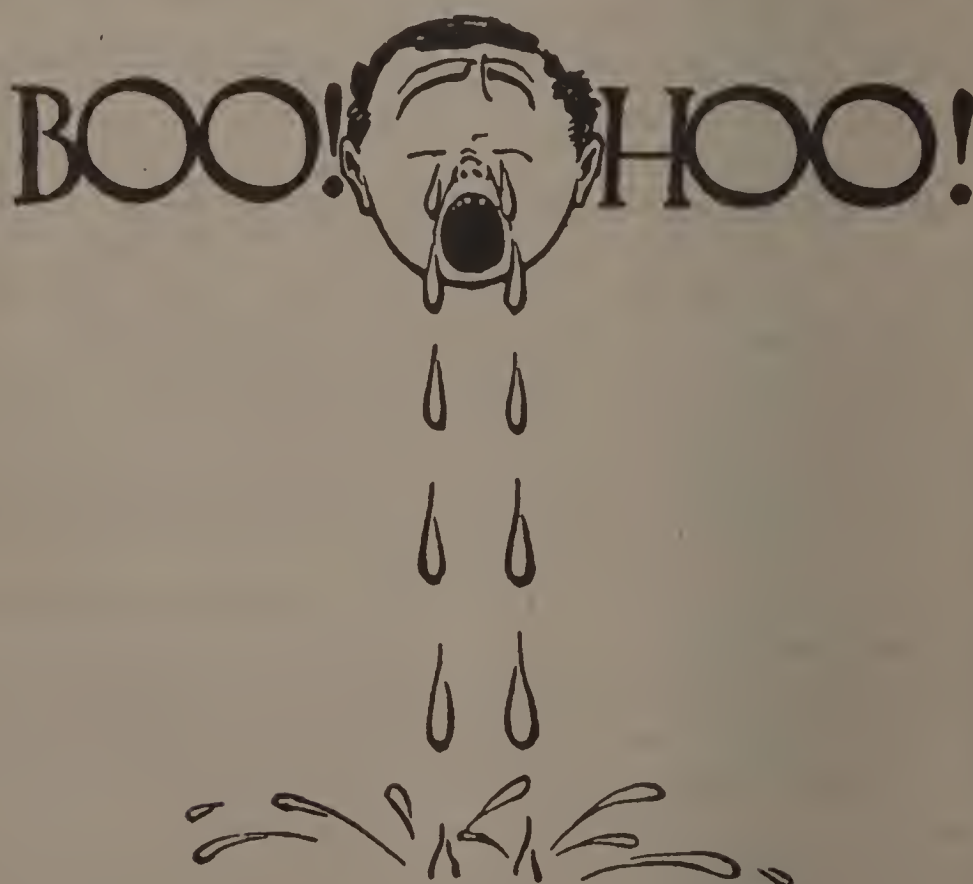
But where was the other boy—the one the young man looked for and could not find? Of course, he was right there; at least, he was "almost there." He had just

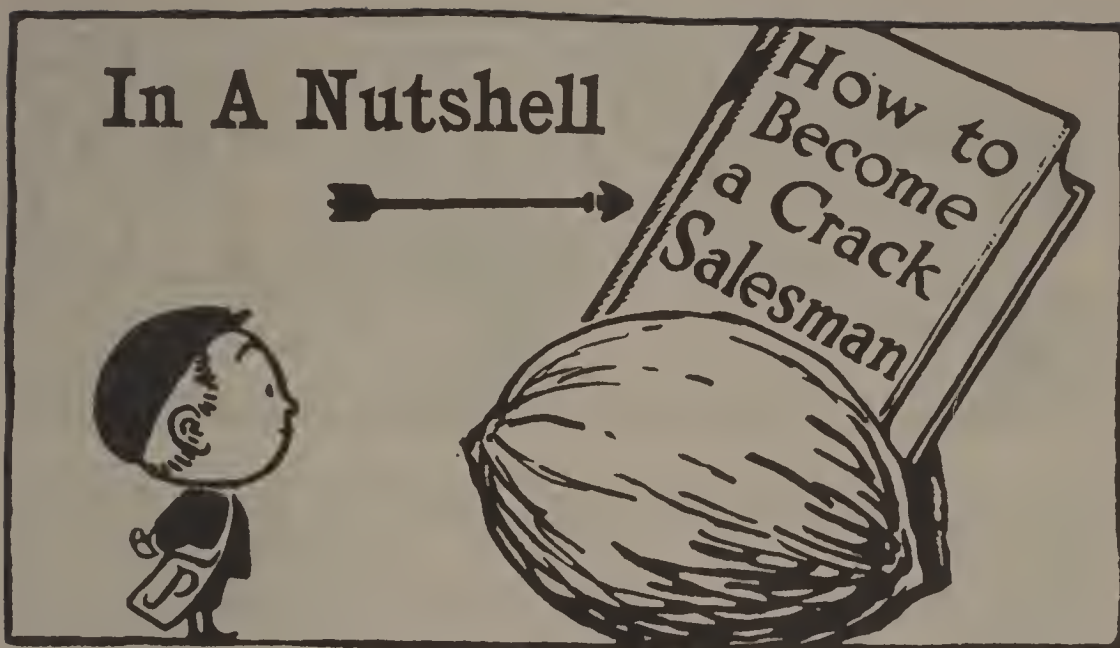




stepped into a doorway out of the wind to light a cigarette—that's all. But while he was getting the light he lost five sales.

He thought he could mix cigarettes with the Curtis work and not lose anything, but he made a mistake. Every time a Curtis boy goes into a doorway to light a cigarette he loses something. Sometimes he loses *sales*, sometimes he loses the *good will* of his customers.





## CHAPTER VII

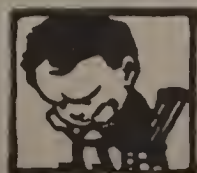
**N**OW you know the Curtis game—all of it you can learn from a book. Your next aim is to become an *expert salesman*. It may fit you to hold a big job later. Your first step in becoming an expert salesman is to

### Convince Yourself First

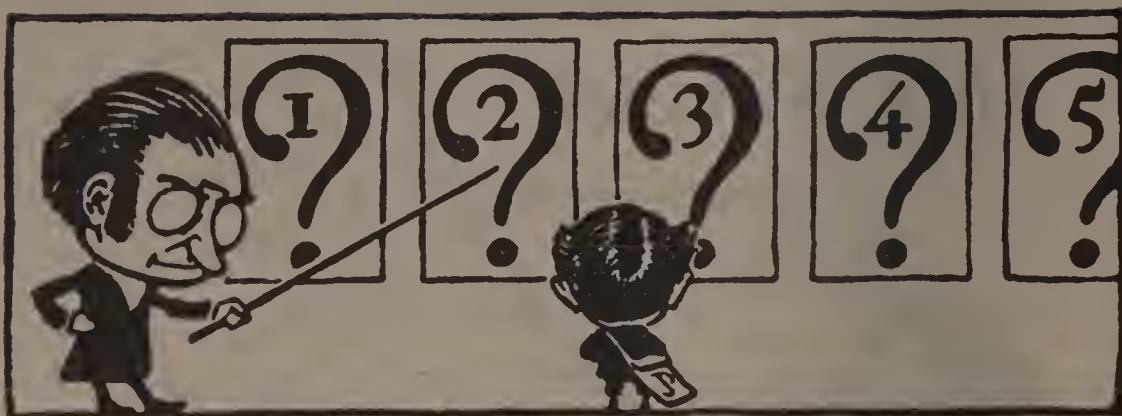
Your success in winning over a prospect depends directly upon your own faith in your magazines. If there is one sure thing in all this world it is this: No salesman can make good if he does not feel and know that his goods are worth the money.

And nothing is more true than this: No salesman, other things being equal, who is fired with enthusiasm by his confidence in the worth of his wares, ever failed to make a success of his work.

Therefore, you should convince yourself first of all that the readers get more for their money buying our magazines than when they spend their money in any other way. Count up all the strong features in the current issues—consider how good the magazines are week after week and month after month—think how many million persons read our magazines in a month's time—see for yourself what







supreme reasons there are why every non-reader in your town should buy each issue from you. Believe *sincerely* and *earnestly* in your Company, and your prospect will *feel* your confidence. Prospects give orders they never meant to give, when approached by a Curtis boy in the white heat of a loyal, earnest belief in his magazines.

How can you bring yourself at will into this frame of mind? The former Editor of "Salesmanship" (now "Advertising and Selling"), Mr. W. C. Holman, answers the question in this way:

"One of the best salesmen I ever knew got up what he called his *catechism*. He used to put himself through it whenever he had the chance. The questions he would repeat in a quiet tone, but the answers he would pronounce with all the earnestness of which he was capable."

This catechism, which every Curtis boy should read, ran somewhat as follows:

Am I working for a good Company? YES.

Is my profit a liberal one? YES.

Is my Company known as one of the best in the country? YES.

Have we made *millions* of sales like the sales I am going to make today? YES.

Have we *millions* of satisfied readers? YES.

Am I selling the best magazines made anywhere in the world? YES.

Is the price I am asking a fair one? YES.

In fact, is it far below the value of the magazines? YES.

Do the persons I am going to call on need my magazines? YES.

Do they all realize that now? NO.





Will they all want to buy my magazines when they first see me? NO.

Is that the very reason I am going to call on them—because as yet they don't want my magazines and haven't bought them? YES.

Am I justified in asking a prospect's time and attention to point out the merits of my magazines? BY ALL THE POWERS, YES!

Am I going to get into the office or home of every man whom I want to serve, if there is any possible way to do it? YES.

Am I going to sell to every man or woman I call on today? YOU BET I AM!

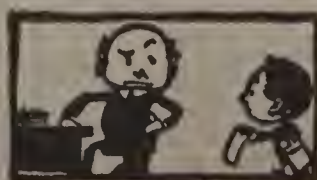
## What Is Salesmanship?

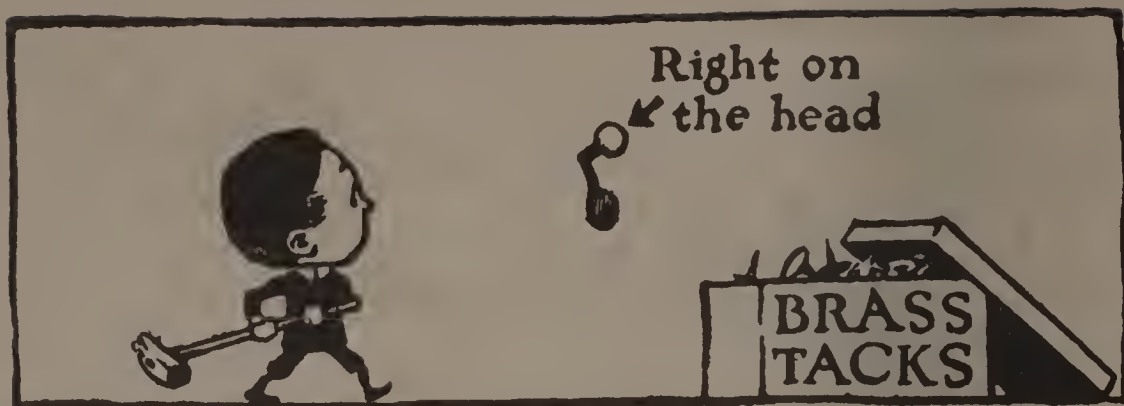
Salesmanship is simply the power to persuade some one to your opinion—to make him think as you do. Every time you land a new customer you persuade him to think as you do—that he needs and wants the magazine. When you know how to persuade other people to your opinion, you are a successful salesman.

When should you begin? When? Right *now*. Listen: There are five separate steps which make up a sale:

### The Pre-Approach

The pre-approach includes any steps you may take to learn as much as you can about your prospect *before you call upon him*. Often you will find it important to make inquiries about a man before you see him. Size him up by finding out his hobbies and peculiarities, from people who know him. When you have found out what kind of a man





you have to deal with you can then tell better what to say to him. Study your man before you tackle him.

### The Introduction

The introduction includes all the steps you take to get the *attention* of your prospect. Generally you can get the attention of a man or woman by explaining in a courteous way that you want to sell the magazine.

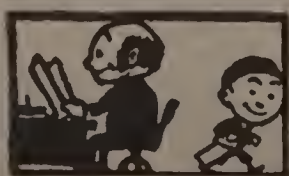
In special cases, however, as when the prospect is busy or occupied with something else, you may not immediately get his undivided attention. As a general rule insist upon his *undivided attention* before you enter upon

### The Demonstration

The demonstration includes all the steps you take to arouse the *interest* of your prospect. To arouse interest you must have some strong talking-point. If you should try the Society Plan, explained on page 30, your talking-point would be the fact that a large part of your profits will go to help a good cause in which your prospective customer is interested. At another time your talking-point may be an unusual article in the particular issue you are then selling. Or you may mention some big prize for which you are working. Get down to brass tacks with what you think is the strongest talking-point you have. See the selling-plans outlined on pages 25 to 47.

### Creating Desire

This step includes everything you may say to your prospect to create in him a *desire* for the magazine. If your talking-point is the Society Plan you should play strong the fact that you will contribute to the benevolent fund in







which your prospect is interested. If he is anxious to further the plan, this talking-point will create in him a desire to buy from you. Or, if he is really interested in some special article pointed out to him, that article will create in him a desire for the magazine.

### Changing Desire Into Resolve

After you have aroused your prospect's desire for the magazine, you must then change that desire into a *resolve to buy*. Ordinarily your aim should be to show forcefully how much a customer will benefit by reading the magazine, and how much he will enjoy the stories and articles in each issue.

Your success in getting customers in your town will depend upon how well you know these five selling-steps.

Before you approach a prospect, especially if he is a hard man to land and hold in line, you should find out from his neighbors and friends what is the best time to call and what you should make your strongest selling-point.

Let us take a typical case. Suppose there is a prominent lawyer named Smith living on your street, who does not read *THE POST*. You know that if you persuade him to buy it from you lots of other people will buy, too—just because he does. You make up your mind to get him for a customer.

In your *pre-approach* you ask your father and your neighbors about him. You learn that before breakfast he is a stern, abrupt man, but after dinner in the evening he is often in a jovial frame of mind. You learn that he is a college graduate—that he went to Princeton. So much for the pre-approach.

The next evening, with a card of *introduction* from Mr. Jones, who lives next door, you ring the door-bell and ask



for Mr. Smith. You are shown into the library; the maid takes your card to Mr. Smith. A few minutes later Mr. Smith enters, somewhat impatiently. He is a little annoyed at being disturbed, and you *might* be misled into thinking him a bear had your pre-approach not “put you Jerry.”

With your card of *introduction*, however, he cannot be very abrupt. “What can I do for you?”

You have finished the introduction step. Now for the *demonstration*.

“Mr. Smith, I want to sell you a copy of THE SATURDAY EVENING POST. You will be interested in it, I think. Did you know President Hibben when you were in college?”

Mr. Smith looks at you with surprise. How did you know he went to Princeton? What do you know about President Hibben?

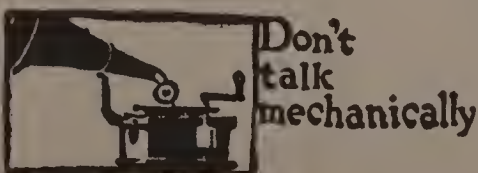
“Did I know him? Yes, I knew him well. What about him?”

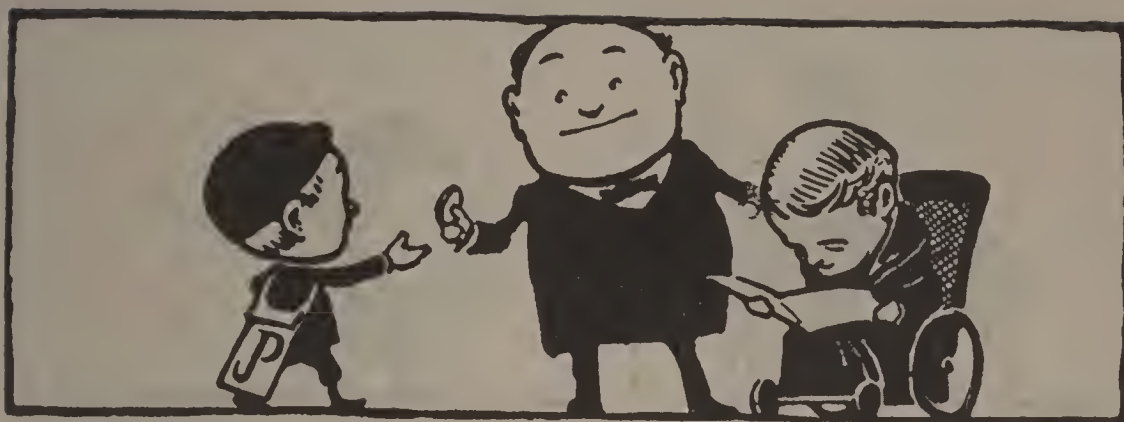
“It’s he on this week’s ‘Who’s Who and Why’ page.”

The demonstration is over. Now to *create a desire* for the magazine on Mr. Smith’s part, you open a copy and hand it to him. No sooner does he see President Hibben’s picture than his eyes sparkle and he grabs the copy.

“I knew you were a Princeton man, Mr. Smith, so I thought you would like to read this article.”

That you have already created a desire for the magazine is shown by the way in which he is greedily reading the first few paragraphs. Now to change that desire into a *resolve to buy*. This is perhaps the easiest step of all, for everybody will buy what they want—when they can afford it, and anybody can afford a nickel. So you say: “I must be going, Mr. Smith, but I shall be glad to leave that copy with you for five cents.”





By this time you couldn't pry Mr. Smith away from his copy with a crowbar. In two minutes you are on your way home with one more nickel and one less Post.

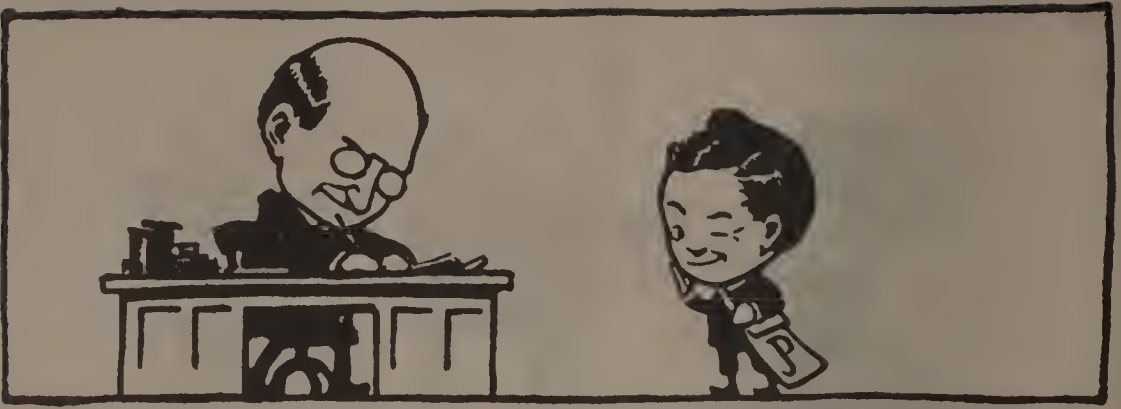
You have taken Mr. Smith through the five stages of making a sale. Your pre-approach told you when to see him and what arguments to use. Your card of introduction gained you admittance. Your demonstration of the Hibben article created a desire on his part to own the copy, and your final hint that you would have to take it with you if he didn't give you a nickel caused him to make up his mind *to buy* the copy. This is a *scientific sale*.

One of our boys had for a long time called upon a certain prospect without selling him copies. The boy had been able to get the prospect's attention and interest, but, somehow, he could not influence him to buy.

This prospect had a crippled son, who was confined within-doors. One day our agent changed his selling-talk to show the prospect how much enjoyment his crippled son would get from reading THE Post. The prospect shelled out instantly and became a regular customer. Our boy had found the selling-argument that would make the sale.

Naturally, you will use different tactics to carry different people through the five stages. The selling-talk which you would use successfully in landing an order from a lawyer would probably not go very far toward arousing the interest and desire of his stenographer. The talking-points you would use in securing an order from a stenographer would be wasted on a grocer. Again: What would interest a university professor might seem pretty dry to a blacksmith. In order to convert the large majority of your prospects into regular customers you must know how to approach *effectively* different types and classes of people. Read the story about "The Versatile Boy," on page 9.





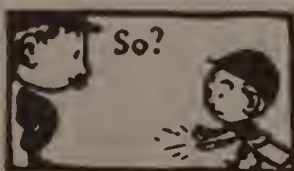
When approaching a politician you should show him something in *THE POST* that will be of vital interest to him—The Senator's Secretary is a good talking-point. Unless you can make the clerk in the dry-goods store believe that *THE JOURNAL* is full of articles which she wishes to read you will fail to secure her order. It is the same way with ministers, druggists, merchants, mechanics and other people. Try to size up each issue quickly and to decide what classes of people will be most interested in it. Then you will know what articles to talk about and what prospects to interview.

For instance, let us suppose that the current issue contains a political article of great interest. That will be the time to get orders from city officials and other citizens concerned in politics. Or suppose the current issue contains an article which will appeal to students. In this case you should make a special effort among the high-school girls and boys, among the college students and the professors and members of the faculty.

To show just what we mean, let us refer to articles that have already been published—then after you see how the game is worked you can look through *THE POST* in order to see what it contains and then make up your mind just what kind of people to interview and how to interview them. Below are a few imaginary approaches. Be sure to notice how the articles mentioned are of special interest to each particular prospect.

## How to Sell *THE POST* to a Lawyer

"Good-afternoon, Mr. Jenkins. Has any one told you that in this issue of *THE POST* there is a splendid article about 'A Citizen In Court'? I have secured an order from





Maybe  
this  
will  
help.

almost every lawyer in town on the strength of this article. I feel sure that you, too, will want to read it.”

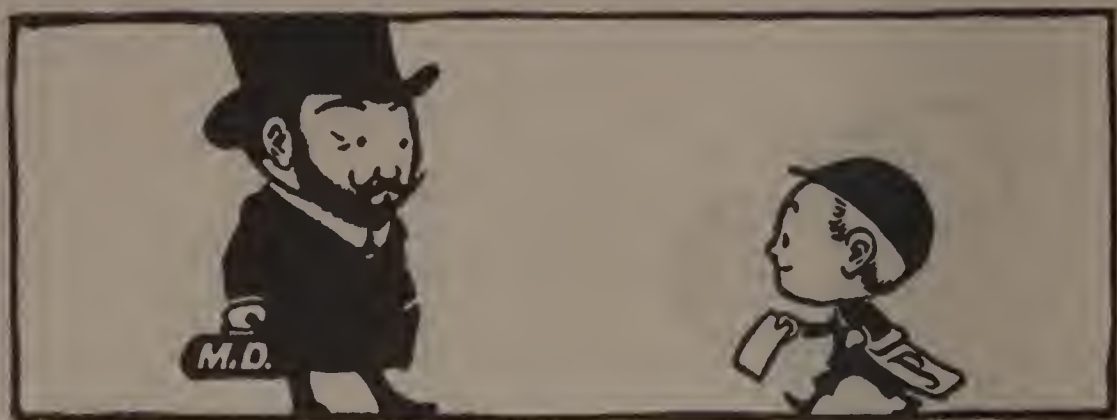
“I should like to see that article. Kindly give me a copy.” (The sale is now probably made, but you shouldn’t stop here.)

“There is a regular department in *THE SATURDAY EVENING POST*, entitled ‘Who’s Who and Why.’ Every week under this heading we publish ‘Serious and Frivolous Facts About the Great and the Near-Great.’ By reading these articles you almost feel that you are personally acquainted with the big men of the country. If you will just sign this order I will deliver a copy to you each week for the next thirteen weeks. By that time you will come to like *THE POST* and to expect it each Thursday.” (Mr. Jenkins signs the order.) See how his interest was changed into desire by giving a brief outline of some of the articles other than “A Citizen In Court.”

## How to Sell *THE POST* to a Business Man

“Mr. Brown, every one is interested in the Panama Canal and the effect it is going to have on the business in the cities on the Atlantic and Pacific Coasts. They say that practically every business in the country will feel the effect in one way or another. The majority of the business men I have approached today have been eager to read in this copy of *THE POST* an article entitled ‘How Boston Intends to Profit From Panama,’ and I am sure you will want to read the article, too.

“Then, too, there begins in this issue a strong article about ‘The Newspaper Game.’ You will probably want to read this each week. There is an interesting article on ‘The High School for a Boy,’ and the ‘Who’s Who and



Why' page is devoted to a very funny sketch of Mr. Herrick, our new Ambassador to France. Please sign here." (Now you have clinched him for thirteen weeks.)

## How to Sell THE POST to a Doctor

"You will want to read this copy of THE POST, Doctor Greene. The well-known physician, Dr. Woods Hutchinson, has written an article on 'How We Grow Deaf.' He often writes for THE POST and his articles are read eagerly by physicians everywhere. I sell to many physicians in this town.

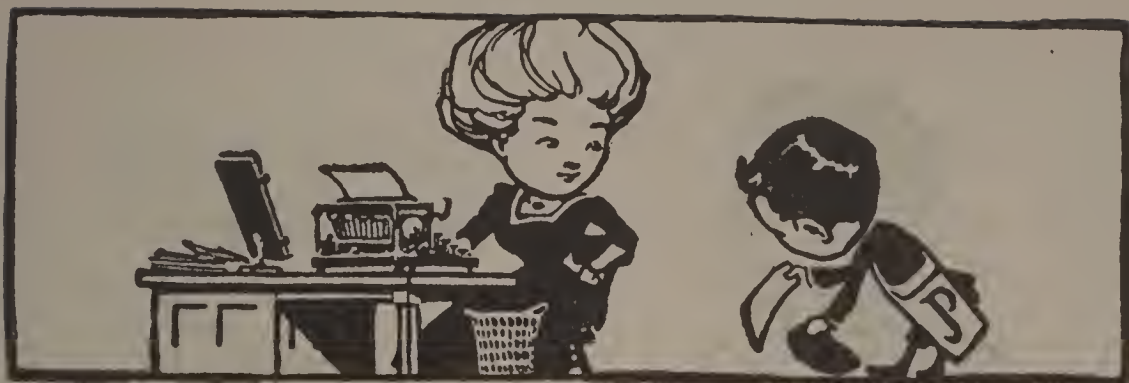
"Aside from these special articles, there is something in each issue you will want to read. The 'Who's Who and Why' page is a regular department. You will enjoy it, as well as 'The Senator's Secretary.' Why not take a copy each week—and when you are through with it lay it on the table in your waiting-room? Your patients will be glad to look it over while waiting for their turns. They will forget about the time and will not become impatient if you are delayed and cannot attend to their cases promptly."

## How to Sell THE POST to a Baseball Fan

All the year 'round the baseball fans—they make up most of the male population of the country—are talking about who won the pennant and who is going to, and why this happened or why that happened. There is no end to it. And every fan is a buyer. You can offer him what he wants.

"Mr. Flynn, in this copy of THE POST, Connie Mack, the great manager of the Athletics, tells how he has developed such a wonderful team. He says it's all a question of getting the right material to start with. You will





want to read 'The Stuff That Stars Are Made Of,' because it will give you some real dope on inside baseball, and you'll know it's right, because Connie Mack wrote it."

## How to Sell THE POST to a Young Woman

"Have you bought your Post yet, Madam?" (That word "Madam" will give you a flying start toward the sale.) "There is a splendid story in this issue about Jeff Bransford—you remember he was the hero of 'Good Men and True'—how he was thrown from his horse, fell in love and had to flee from justice. But he won out—because Elinor stuck by him. It is called 'The Little Eohippus.' You will want to read it because everybody will be talking about it before Saturday."

Remember that no one can appreciate a rattling-good story of a love adventure more than the average young lady, and if you play on her imagination by *suggesting* the plot it will make a sale every time.

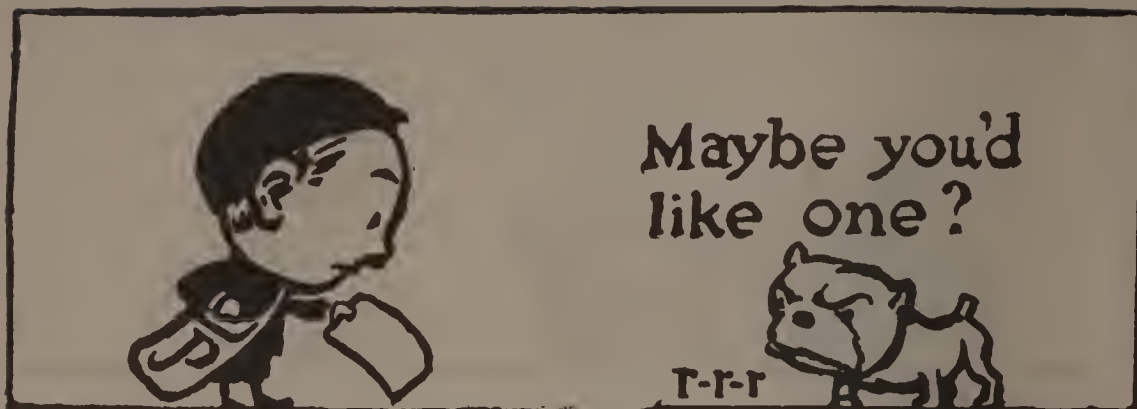
## How to Sell THE POST to a Railroad Man

Mr. R. L. Farrior is connected with the Louisville & Nashville Railroad. Having worked all night, he was hurrying home early on the morning of January sixth, when he was accosted by a Curtis boy, who tried to sell him a copy. When Mr. Farrior declined to buy, the boy caught step with his prospect.

Boy: "You look as if you had been traveling all night. What kind of work do you do?"

Mr. Farrior: "I am a railroad man."

Quick as a flash the boy drew a Post from his bag and opened to a certain page.



Boy: "This article, 'How the Railroads are Planning to Fight Legislation,' ought to interest you."

That Montgomery boy knows his business. He would make good anywhere, for he knows what he has to sell and he finds out what each prospect is interested in.

## How to Sell THE JOURNAL to a Housewife

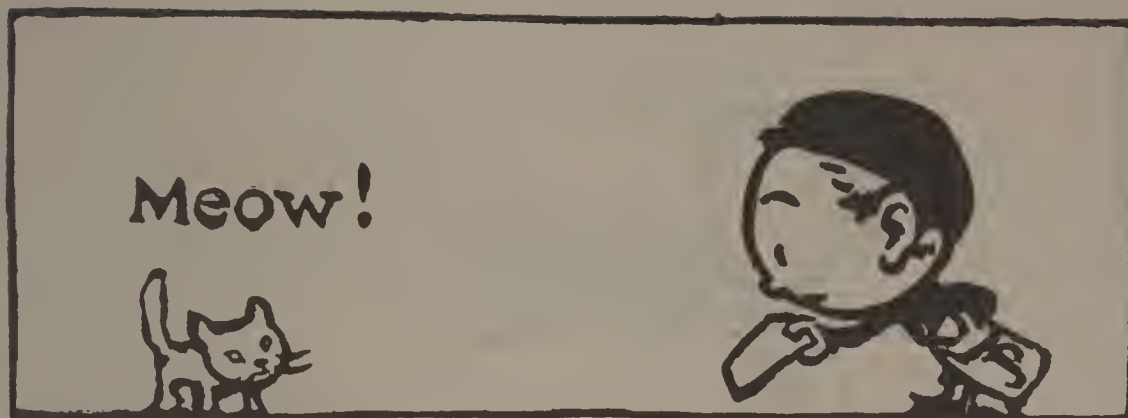
If your pre-approach has told you what she is interested in, play on that—but mention, too, the other strong points of THE JOURNAL.

"Good-morning, Mrs. Gordon. I am sorry to disturb you on sewing day, but I know you will be interested in an article on 'Making the Home Sewing Easy', in this copy of THE LADIES' HOME JOURNAL. It suggests a lot of short cuts that many ladies don't think of." (Now you have her attention.) "And in addition you'll like 'The Housewife Who is Successful' and 'How One Couple Spent Their Income.' In fact, THE JOURNAL has articles just as good as these in every issue, and if you like this one I'll be glad to deliver to you on the twentieth of each month."

Here you have made a good stroke, because you have *assumed* that she is going to buy the issue. She can hardly refuse to buy it. To refuse she must first go to the trouble of convincing you that she is not going to buy.

## How to Sell THE JOURNAL to Shoppers

Every morning you will see crowds of shoppers, with pocketbooks full of small change, going in and out of the stores of the business districts. They are there to buy things—and they'll buy from you if you put it up to them right.



“Madam, this copy of **THE JOURNAL** contains some articles you will want to read when you get home. Some of them are about the house—how you can make it more homelike and attractive at little expense. Some of them are about clothes, and how you can make them cheaply. If you are going to buy anything this copy of **THE JOURNAL** will help you a lot. If you don’t want to carry it I’ll deliver it to your home for fifteen cents.”

## How to Sell **THE JOURNAL** to a Clerk

In the big stores in your town you will see hundreds of girls and women with little money who are working to make both ends meet. Above all, they are interested in dressing *well* and *inexpensively*. Play this argument strong—but don’t forget the other good points of **THE JOURNAL**. Probably you can’t canvass them during working hours, but you can make a “killing” at closing time. Talk thus:

“Would you believe that these dresses cost only \$1.00?” Open the magazine to the colored plate. “They look more like \$10.00, don’t they? The magazine costs fifteen cents, the dress \$1.00—a saving of almost \$9.00 right away. When you pay fifteen cents you get lots of good stories and articles, too. Here’s ‘The Armchair at the Inn’ and ‘How Can I Make Money?’ You will enjoy reading them tonight.”

## How to Sell **THE JOURNAL** to a Matinée Girl

Entering and leaving the theaters you will find hundreds of ladies with one idea—for the time, at least—the play. The atmosphere of the theater is what they live





in. In anything pertaining to the theater and theatrical people they take a keen interest.

“Do you know ‘Why Actresses’ Clothes are Effective’?” This question will serve as your introduction. “Well, this issue of *THE LADIES’ HOME JOURNAL* tells why—and tells it in colored pictures, too. The price is only fifteen cents. Then, too, this copy tells about ‘My Days With Maude Adams in the Desert’ and ‘Playing Tennis With Sarah Bernhardt.’ You will enjoy reading it between the acts and when you go home.”

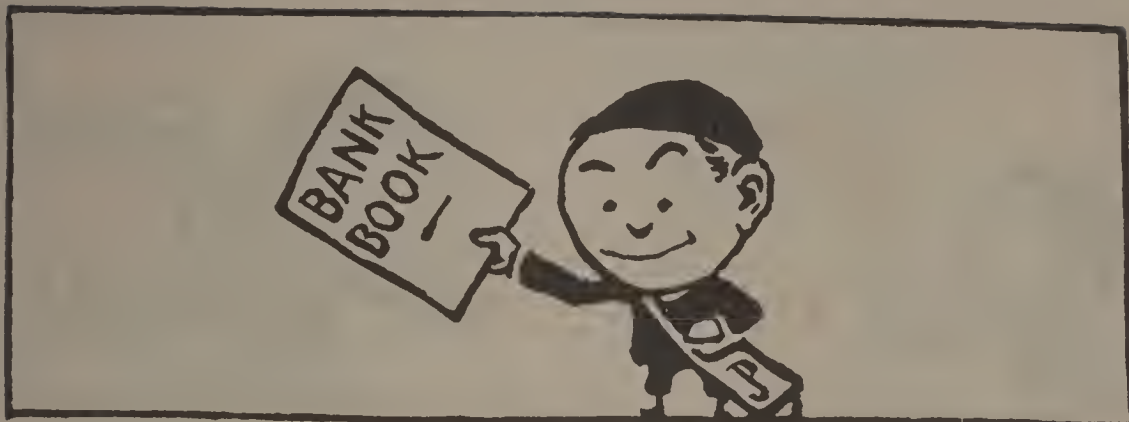
And the same kind of salesmanship will sell copies for you if, when the audience has dispersed, you “beat it” around to the stage door and accost the theatrical people as they come out.

## How to Sell *THE GENTLEMAN* to a Farmer

As we have pointed out, you’ve got to learn what your prospect is interested in if you are going to land him as a customer. Any one with whom the farmer does business in town can tell you what he grows. Or, if you call on him at the farm you can see for yourself.

There is no use playing up a story on peaches to a farmer who raises livestock, or an article on fodder for Jersey cows to a farmer whose acres are given over to orchards.

To the peach-raising farmer you should talk as follows: “Did frosts hurt your orchards this spring, Mr. Allen? I wish I had had this copy of *THE COUNTRY GENTLEMAN* to offer you earlier. It tells how fruit growers are protecting their trees against frost. You know farmers don’t like to spend days of work and dollars of money fertilizing their



orchards and pruning and spraying their trees, and then have all the profits wiped out by one night of frost. Read this article, 'The Control of Frost in the Orchard.' When you finish it look through 'The Congressional Calendar.' It tells what they are doing down at Washington to safeguard the interests of the farmer."

If the farmer is in the stock-raising business, tackle him from this angle:

"Mr. Greene, you will be interested in an article entitled 'The Care of Calves,' in this issue of *THE COUNTRY GENTLEMAN*. Mr. Mills writes that the most inexpensive way to get good dairy cows is to raise them yourself, and he says that it isn't difficult at all if you follow a few general rules."

Mr. Greene's curiosity to read this article will doubtless make a customer of him.

Just so, you can make a customer of *every* farmer if you do this: Find out his particular branch of farming and point out to him some article about it.

## How to Sell *THE GENTLEMAN* to a Farmer's Wife

"Good-afternoon, Mrs. Morse. Have you seen this week's issue of *THE COUNTRY GENTLEMAN*? It has three articles I am sure you will want to read. One is called 'Cooking for Hired Men,' another 'Country Cookery,' and in this issue the section called 'The Country Gentlewoman' tells about the wonderful opportunities open to farming women and describes 'The Canning Club' started by the girls down Carolina way. Many of them clear \$100.00 with only a tenth of an acre. Yes, 'The



Country Gentlewoman' is a regular department. It appears in each issue. If you wish I'll deliver the weekly to you regularly for five cents a copy."

Bear this in mind: The farmers' wives often have as much interest in the management of the farm as their husbands and will take an equally great interest in the articles on "Efficient Farm Management."

## How to Sell THE GENTLEMAN to a Commuter

"Here you are, sir." The gentleman is probably going for a train; you have got to talk fast and you don't know his name. "Here's an article on 'The Home Acre' that tells how to grow vegetables for the table. Just a small patch of land is enough. You like *fresh* vegetables. You can have them if you read this issue; only five cents. Thank you."

Remember, too, that the suburbanite is often a flower enthusiast, and that mentioning any article on flowers and flower-growing will usually make a sale.

## How to Sell THE GENTLEMAN to a Banker

"Mr. Henderson, this issue of THE COUNTRY GENTLEMAN contains an article on 'The Small Bank and the Farmer.' It tells how closely the banking business is allied with agriculture, and how the bank's deposits vary according to the crops. Then, too, this issue gives the latest summary of the crops. You will want to read it because of its immediate bearing on banking conditions.





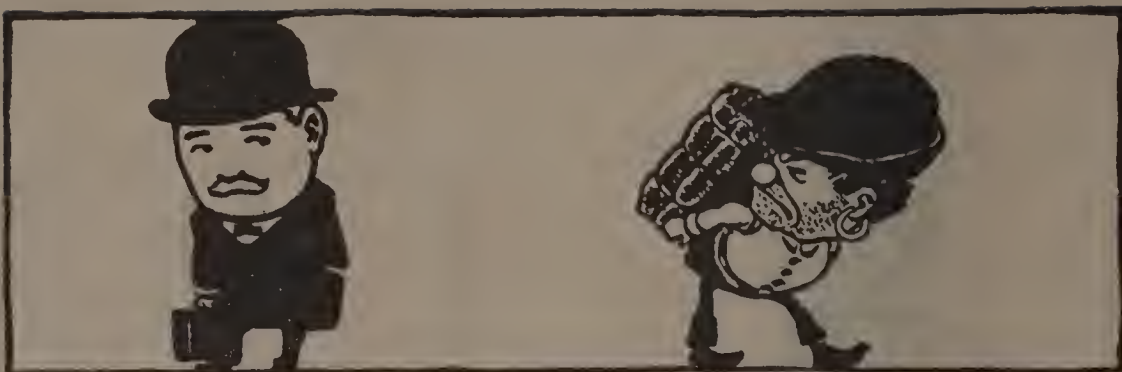
## How to Sell THE GENTLEMAN to a Butcher

“Do you think that the supply of meat is going to fall short of the demand, Mr. White?” Your butcher, a little surprised at the question, will give you his full attention. “There’s an article in this issue of *THE COUNTRY GENTLEMAN*, called ‘The Selling and Buying of Cattle;’ it tells all about the increasing demand for meat, about the different kinds of cattle and about the problems of marketing them. You’ll find it mighty interesting.”

## How to Sell THE GENTLEMAN to a Grocer

“Do you find that people like oleomargarine as well as butter?” (Oleomargarine, you know, is a would-be butter, made from fat.) “Do you think that the oleo law now under discussion will work you a hardship, or would it protect you from your dishonest competitors? ‘The Congressional Calendar’ this week tells all about the law and how dealers swindle both the Government and the consumer. You will find this article interesting, Mr. Brown—and you’ll like the others, too. This copy costs five cents. If you like it, I’ll deliver you a copy each week.”

Remember that the grocer in small towns (and the butcher, as well,) often buys his produce directly from the farmer. In the larger cities he obtains his supplies from the commission merchant who buys his produce from the farmer.



## How to Sell THE GENTLEMAN to the Commision Merchant

There are lots of commission merchants in every good-sized city, and they all will buy THE GENTLEMAN if it's put up to them right. THE GENTLEMAN contains information they've got to have. It's the textbook of their business. Any article on crop conditions or on farming methods or on market legislation or on the demand for produce—any such article will make a sale for you, especially if it tells about your section of the country, its products and its farming methods.

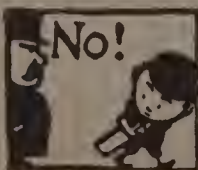
## Scientific Selling or Peddling—Which?

Do you know what science means? Take a game of marbles, for example. You train your eye and your hand so you can “plump” a marble from “long taws” every time. That's *scientific* marble-playing. And athletics: A sprinter, determined to win his race, goes into careful training for weeks before the meet. He eats special food, exercises according to rules and sleeps regularly. In short, he reduces athletics to a science.

So with your Curtis work. You've got to go at it scientifically. You have got to make it a rule to judge what each prospect is interested in. You have got to convince him that he needs your magazine.

Let us explain clearly the difference between *ordinary peddling* and *scientific selling*. When you call on a prospect do you say, “Want to buy THE POST?” take your turndown (for it's almost sure to come), and let it go at that? If you do, you just peddle THE POST.

Or do you strike up a conversation with a man, sort of get acquainted with him, make him interested in you



Oh! All right, sir.  
I apologize for  
having asked you



personally and point out the leading features in the current issue—the ones that will appeal to him? If you do, you are selling **THE POST** scientifically.

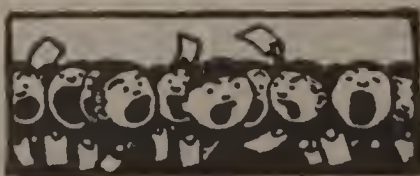
If you are in the peddler's class you know that almost everybody you ever asked to buy **THE POST** turned you down. Nobody wants to buy anything from a peddler. Office buildings, big stores, wholesale houses and apartments have signs at the doors: "**PEDDLERS NOT ADMITTED.**" You never saw a sign read: "**SCIENTIFIC SALESMEN ARE NOT ADMITTED IN THIS BUILDING.**" Peddlers are a nuisance and not wanted anywhere—not so with scientific salesmen.

If you are in the salesman's class, while, of course, you don't land everybody's order, you get most of them, even where the peddler failed to get a single order. Business men are watching you, and later on, after you have finished your education, some one will offer you a good position because while selling the Curtis publications you will have proved yourself to be a real, scientific salesman.

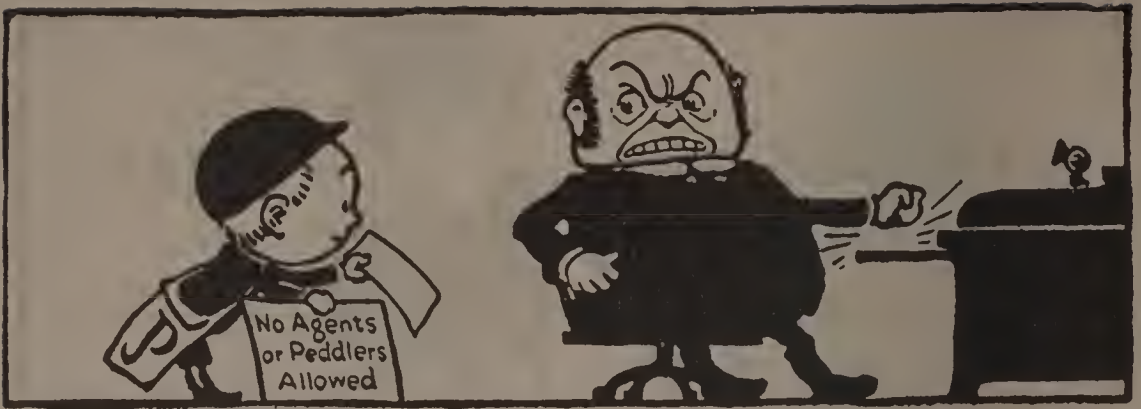
If you have not been a scientific salesman heretofore by all means be one from now on. We don't mean that you are expected to use all the tactics of an old-timer who has had twenty years' experience. Just use "boy science," the kind you know about, the kind you use in your games.

Your town may be full of boys *peddling* our magazines, but there will be plenty of room for you if you are a salesman, for this reason: Peddlers ask lots of people to buy our magazines and in that way do a lot of good advertising, **BUT THEY TAKE VERY FEW ORDERS.**

A scientific salesman may follow around after a peddler has apparently offered his wares to every one and **GET A LOT OF ORDERS.**







It's easy to be a peddler. That's why there are lots of them.

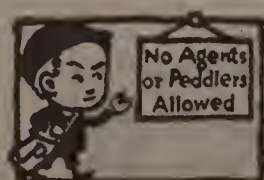
Be a salesman—it pays better. Apply science and skill to your work—rake in the orders—pile up the profits—win the prizes.

## The “Keep-Out” Signs

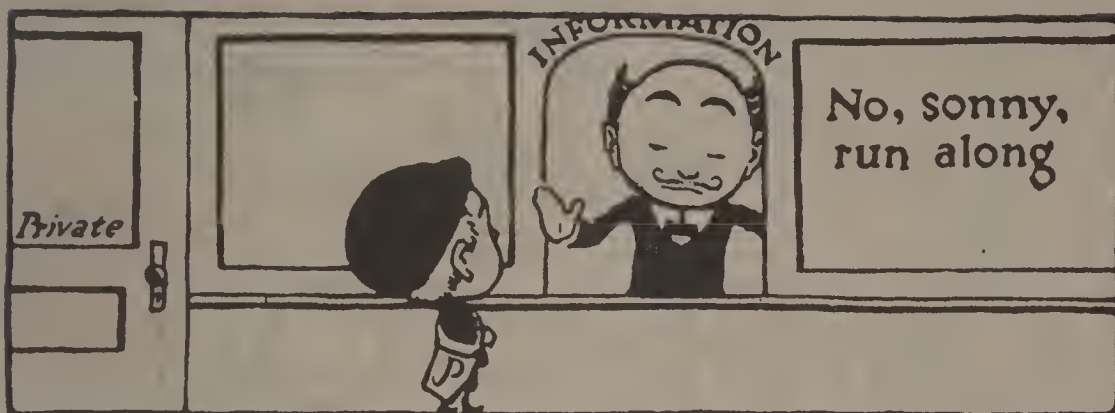
A brand-new Curtis boy—who is not yet sure of himself—is likely to be awed by the hum and bustle of a busy office. The curt sign on the door—intended to prevent persons from interrupting the boss—the fact that an army of employees are instructed by this rule to keep such persons out, convey to him a sense of his own weakness—make him feel that he has no good reason for presenting himself.

All you have to do is to ask yourself this question: “Am I going to let that sign and these people *bluff me* out?” Your answer will be a great, big “NO!” especially when you remember this: The rule to keep out was not made *for you personally* or for the magazines which you are selling. It was made to cover the rank and file of canvassers who sell goods of doubtful merit.

If you will think over the catechism on page 78 and say to yourself, “I have something *exceptional* to offer this old bear, this rule to keep out can't apply in my case because my magazines are something he is *bound to want*, I'll make him see it that way,” and if you size yourself up in this way the chances are that others will, too. As long as you feel that your magazines will prove interesting to your prospect you have a right to feel that the rule barring agents from his office is not intended to bar *you*. Convince yourself of this, and the stern negative of the information clerk will not disturb you.



I'll just take  
that in with me  
— some one  
might steal it!

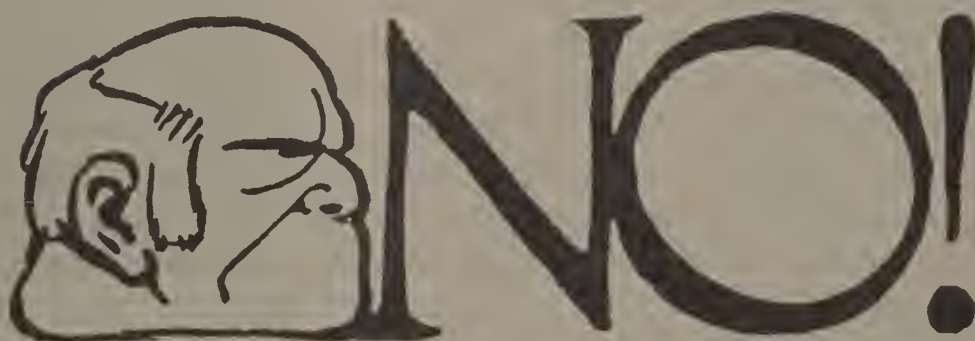


You will find you have plenty of courage and resourcefulness to cope with the slick secretary who gives evasive replies when you ask him whether Mr. Prospect is now in his office, whether he cannot see you at once, and what reason exists for supposing you could possibly tell your business to any clerk instead of to him.

Once you are thus certain of your ground the most difficult part of the battle is won.

You may have to defy interference and walk boldly into the great chief's presence, braving his roar and his sense of dignity, but you can see him and get speech with him, no matter how hard he makes it for you, provided your nerve holds out and you use your brains.

Read the story on page 5.





## CHAPTER VIII

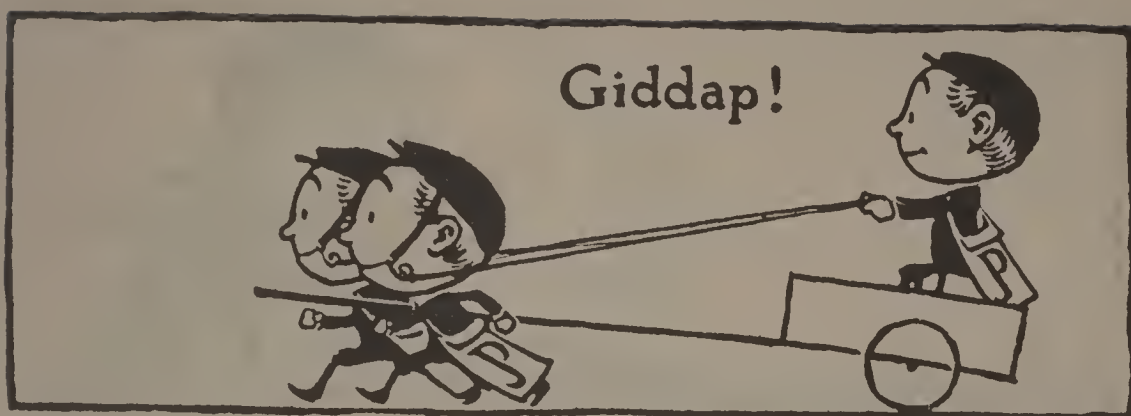
**A**BOVE the regular P-J boy, who pays for his copies and sells them, but who does not agree to sell any certain number, there is a Higher Order of Curtis boys who are known as Special Agents.

The regular P-J boy, however clever he may be in getting customers, relies upon his own efforts to serve them. He goes it alone. No co-worker gives aid and advice. He fights single-handed. This is the usual way of beginners and of the younger P-J boys in our selling-game during the first months of their service.

The boy who belongs to our Higher Order of Special Agents works along different lines. He alone receives copies from the Home Office for sale at retail in his town. Being protected in control of his town, it pays him to do more *intensive* work—to sell more copies right there in his town. It pays him to engage other boys to get customers for him, to deliver for him—to act as his sub-agents. This Higher Order of work is particularly suitable for high-school boys.

When a boy finishes high school he can have no better recommendation than the fact that he has controlled a number of boys working under him. Such work gives a boy poise. Its benefits cannot be measured in dollars and cents.





The responsibility attached to managing a team of sub-agents is the most desirable thing for a boy to have during his high-school days.

Over five thousand boys have joined our Higher Order of salesmen—the Special Agents. Some of them were promoted to their new duties by correspondence, more by men who are traveling from town to town for us.

Some time ago we employed a large number of men to appoint Special Agents for us in towns throughout the country. Several hundred of them, a number in each State, have been instructed to call upon our best boys, and in each town to appoint one to the Higher Order of Special Agents. Provided a Special Agent has not already been appointed in your town, one of these traveling salesmen will be instructed to visit it and to appoint that Special Agent for us. In such a case he will doubtless talk to you—you may be the boy he wants. If you are on the jump and he thinks you can hold down the job as Special Agent he will obtain your parents' signature to a contract which will reserve your town for you, and he will receive from your father a small amount of money to bind the bargain.

As some of our salesmen are new at the work, they may not clearly understand every point. We ask you to bear in mind, therefore, that no salesman is authorized to offer you or your parents any inducements which are not clearly stated in the contract. The contract does not give you the sole privilege to take annual subscriptions in your town; it does not prevent newsdealers from obtaining their copies from wholesale news companies if they wish to do so rather than from you—although there is no reason why a newsdealer should do other than draw his copies from our Special Agent.



It will help *every* boy in your town to have a Special Agent appointed, for the boys whom he employs as sub-agents will benefit by his constant advice and assistance. They will secure their copies from him as they need them, without writing to us.

As soon as our salesman is ready to come to your town we will notify you. In the mean time, if you want to be promoted to the rank of Special Agent sell all the copies you can, pile up your Vouchers—and save your money, so that you will have the amount to bind the bargain when he calls.





## CHAPTER IX

# How to Manage Your Agency

**N**OW you have a business of your own. You are General Manager. It is up to you. You must do your work in a way that will *increase profits* and *cut down waste*.

How is this to be done?

First of all, you must keep a record of how many copies you receive, how many you sell, whether or not each customer has paid you, and what kind of reading matter each customer likes. The first three are *administrative* (taking care of business you have already secured), the fourth is *promotive* (hustling for more business).

## A Record of Drawings and Sales

In a little book which we will send you on request you will find pages arranged for keeping this information.

On its pages you will have a record of the number of copies of each magazine you receive, of the number you sell, of the money you take in and of your *net profits* (the money you make).

On the following page you will see how the pages of the Record Book are made up. The headings of the several columns show just what they are for.





To show how it works out let us suppose you order 12 copies of *THE POST* for June twenty-second. You pay 36 cents for them. You sell 11 copies, receiving 55 cents. Your one unsold copy you return for 3 cents credit. Your total receipts (55 cents plus 3 cents) are 58 cents. Your net profit (58 cents minus 36 cents) is 22 cents.

Your page will look like this:

Publication	Date of Issue	No. of Copies Taken	Paid	No. of Copies Sold	Received from Sales	Credit on Returns	Total Rec. from Sales and Returns	Net Profit
P	June 22	12	.36	11	.55	.03	.58	.22

Now, of the July *JOURNAL* you take ten copies—and sell them all. Your page will look like this:

Publication	Date of Issue	No. of Copies Taken	Paid	No. of Copies Sold	Received from Sales	Credit on Returns	Total Rec. from Sales and Returns	Net Profit
P	June 22	12	.36	11	.55	.03	.58	.22
J	July	10	1.10	10	1.50	—	1.50	.40



From this you can tell at a glance how many copies of each issue you have taken and sold, what your profits are, and whether your business is *increasing* or *going down hill*.

As General Manager you've got to watch this like a hawk.

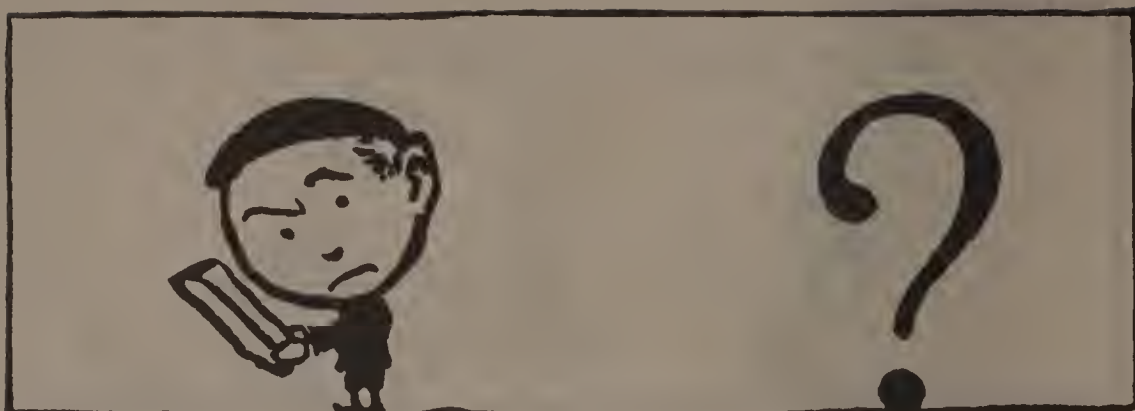
## A Record of Deliveries to Customers

The other pages of the Record Book are for your record of the copies delivered to your customers, for your record of their likes and dislikes, for your cards of admission. See the next two pages.

There is a page for each customer. The up-and-down columns represent the issues—you enter the date at the top. In the squares below you enter the copies you deliver *above the diagonal line*; you enter *below the diagonal line* the amount the customer pays *when* he pays it.

If you deliver a copy of THE POST to a customer who has not the nickel with him mark "1" above the diagonal line in the proper square; when he pays you write "5" below the diagonal line. If a customer pays you a quarter for five weeks' POSTS, write "5" below the diagonal line in the next five squares. Then as you deliver each copy you will write "1" above the diagonal line in the square for that issue. Thus you will know at a glance whether your customer owes you money or you owe him copies—or you are even up.

Take an example: You secure a customer's signature in the space provided for it. On Thursday, June 6, you show this card to his office boy or janitor and gain admission. He takes a copy of THE POST dated June 15, and gives you a nickel. Your entry will be as follows:



To Mr. \_\_\_\_\_  
Agent for The Curtis Publishing Company.

Until further notice deliver personally to me a copy of each issue of THE SATURDAY EVENING POST, THE LADIES' HOME JOURNAL and THE COUNTRY GENTLEMAN.

Signed \_\_\_\_\_

Issue	6/8													
Post	1/5	/	/	/	/	/	/	/	/	/	/	/	/	/
Journal		/	/	/	/	/	/	/	/	/	/	/	/	/
Gentleman		/	/	/	/	/	/	/	/	/	/	/	/	/

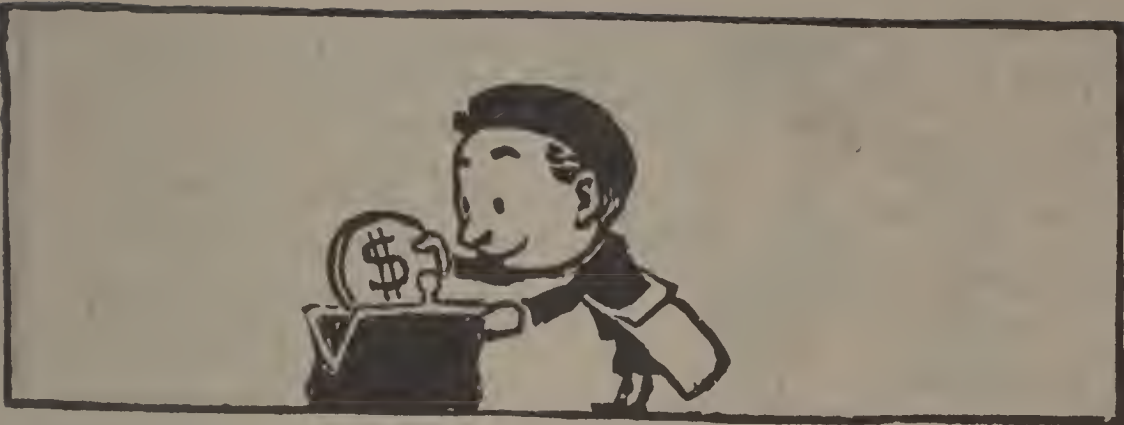
Next week he takes a copy of the issue of June 15, but hasn't the nickel with him. You have to trust him. The next square is then filled in as follows:

Issue	6/8	6/15												
Post	1/5	1	/	/	/	/	/	/	/	/	/	/	/	/
Journal			/	/	/	/	/	/	/	/	/	/	/	/
Gentleman			/	/	/	/	/	/	/	/	/	/	/	/

This shows he owes you a nickel on THE POST of June 15.

Next week he pays you that nickel, and, to save trouble, gives you a quarter for THE POST of June 22, and for the next four issues. He also gives you fifteen cents for a copy of the July JOURNAL and five cents for a current issue of THE GENTLEMAN.





Issue	6/8	6/15	July	6/22	6/29	7/5	7/12	7/19				
Post	1/5	1/5		1/5	5	5	5	5				
Journal			1/15									
Gentleman				1/5								

This page tells you that Mr. Jones is a steady Post customer, that he has paid up for four weeks in advance, that he buys THE JOURNAL and that he is a lively prospect for THE GENTLEMAN.

Now, you have learned that Mr. Jones has a small truck patch and grows tomatoes. You have learned that he is a Republican and that his hobby aside from his truck patch is architecture. This information you will write on the reverse of his card, as follows:

Political Party Republican

Business Banker

College man Harvard

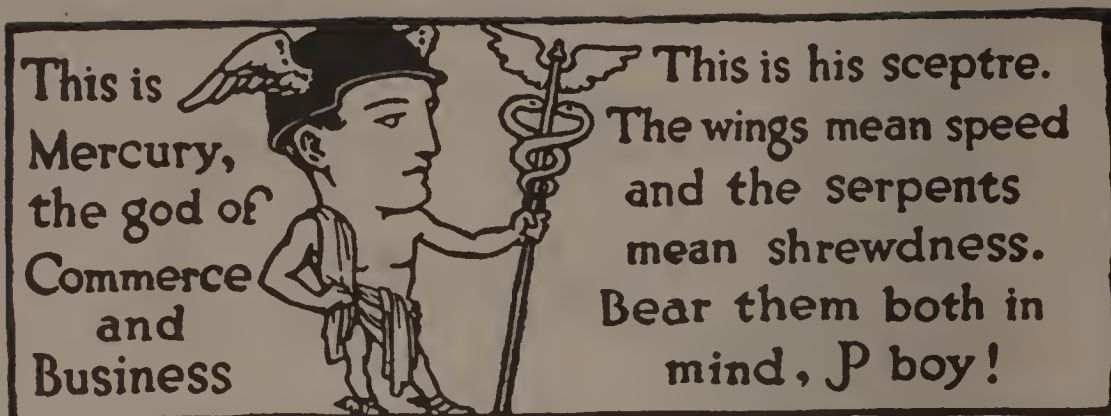
What is he interested in? Athletics, Business Articles, Stories

Additional memoranda Suburbanite

Grows Tomatoes

Interested in Buildings and Architecture

With this before you, and when you have gained a thorough knowledge of the current issue, you will know how to approach him, what articles to talk up and what



articles to ignore. When an article on truck patches in general, and tomato truck patches in particular, is due to appear in *THE GENTLEMAN* you will know how to play up that issue. When *THE JOURNAL* has an unusually good article on bungalows you will use it as an argument for becoming a steady buyer of *THE JOURNAL*. When *THE POST* contains a *short* article on the Republican situation you will talk that article when you come to deliver his copy.

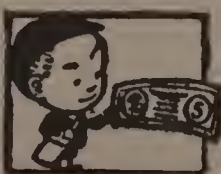
In short, you've got to do what all business men do: Account for the stock (the magazines) you buy, account for the stock you sell, and sell as much as you can *by offering to each customer exactly what he wants.*

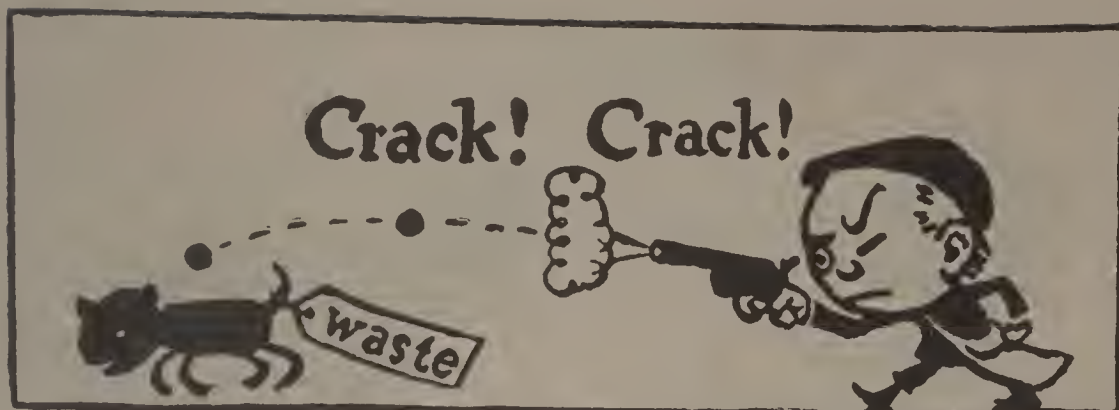
## Kill the Waste

Three things go to make up a Curtis boy's success—Time, Talents and Energy. They ought to be handled properly. From them he gets his profits and his prizes. He profits by them just as the merchant does; only, mind you, his earnings, provided he doesn't waste them, are greater—far greater in proportion than the profits of the average merchant.

Now, what does the merchant do? Does he merely try to increase business? No, sir! He also tries to keep down the waste. That's one of the very first principles of business. The successful merchant's profits don't come altogether from the great amount of business he does—it depends a whole lot on how little loss, how little waste, his business has to stand.

It is the same way with the Curtis boy. How much you or any other agent makes, how great your profits will be, what prizes you will win, depend on scaling down to the

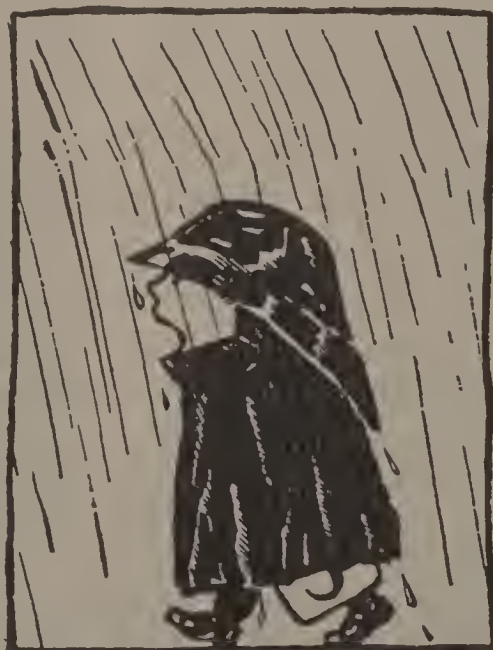




lowest possible limit your wasted time and effort—a waste that shows up with horrible clearness every time you have to pay postage or expressage on returns of unsold copies. This loss can be cut out, this waste can be saved, ninety-nine times out of one hundred, by hustling with your “left-overs” on Monday, Tuesday and Wednesday after the date of issue.

Put this down on your calendar, or paste it in your hat—anything to remember—that every cover you return for credit represents dead loss, wasted time and wasted energy. Splendid chances to make money can be saved if only your spare time on Monday, Tuesday and Wednesday is devoted to selling copies which are left over.

Why hoe only half the row?







## CHAPTER X

# The Prize Awards

**W**E ARE always pushing for more business. The larger our circulation grows the more copies our boys sell—and the more money they make. So to keep the circulation our boys have already secured for us, and to get **MORE**, we are offering hundreds of splendid Prizes. These are given *absolutely free* and are *in addition* to your cash profits. They are given for selling a certain total number of copies (a definite number for each Prize), and when you have sold that number of copies, whether it takes you one week or six months, you get your Prize.

And this is bound to be a great help to you. Why? Stop a moment and think:

It offers an incentive for *action*. It gives you mighty good reason to work hard. When you see a Prize you want it is foolish to wait six months to get it when by working a little harder you can get it in three months. Like the man in the song, you want what you want when you want it.

It gives you a selling-argument. When by talking the merits of your magazine you have a customer almost at the point of signing as a “steady,” you can probably land him by saying: “You have about decided to sign this order. The time you begin makes a big difference to me. I am after a tool chest [or whatever you *are* after] and I want you to help me out by buying from me until I get it.”



It steadies a boy by causing him to do his level best all the time—not skyrocketing this month and taking it easy the next. “Steady and stick will do the trick”—that’s your motto.

It stimulates pride. Through this plan you come into possession of prizes which are worth more to you than their value in dollars and cents. It stands for something you have *accomplished*. It says to every one that you were not afraid to “start something,” and that “you didn’t start anything you couldn’t finish.” It represents *service*—the greatest thing in the world.

## How the Prizes Are Awarded

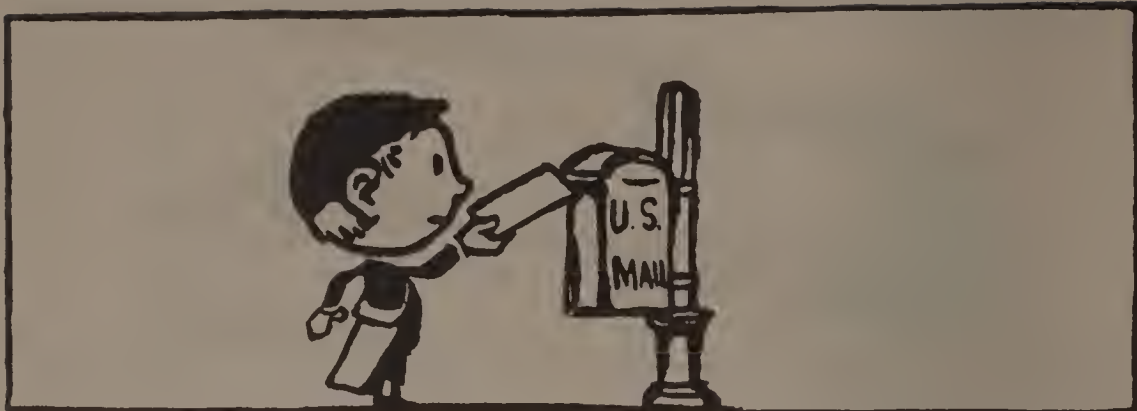
By the Voucher plan you can secure nearly anything you want. This is illustrated in our Rebate Book—and in the additional pages which are published from time to time in OUR BOYS. If you want a jack-knife or a good watch or a tool chest or a bicycle—or any of the other five hundred articles offered—you can get it. Listen:

For every five copies of THE POST or of THE GENTLEMAN you sell, or for every two copies of THE JOURNAL, you will receive a *Green Voucher*.

This is the lowest-valued Voucher. Five Green Vouchers make a *Brown Voucher*.

To get a certain Prize you have to accumulate so many Brown Vouchers. The number of Brown Vouchers necessary for each Prize is stated in the Rebate Book. If you have not received a copy of the Rebate Book write us at once; we will send it to you by return mail.

Now, to make it easy to give our boys the exact number of Vouchers to correspond with the copies they take, we sometimes use blue and orange Vouchers, too. The following table shows you just what each colored Voucher is worth:



P. or G. COPIES	J. COPIES	GREEN V.	BLUE V.	ORANGE V.	BROWN V.
5	2	1	—	—	—
10	4	2	1	—	—
20	8	4	2	1	—
25	10	5	2+	1+	1

Let us take an example: You want a pair of roller skates, No. 421. These are valued at forty-five brown Vouchers. For several weeks you have been selling the three magazines. You have slowly accumulated your Vouchers. You have forty brown Vouchers, one orange Voucher, eight blue Vouchers and five green Vouchers. According to the above table these are equivalent to forty-five brown Vouchers.

You wrap them up securely and mail them to us. At the same time you fill out a Prize order-blank or write us a letter telling us that the Vouchers have been sent by mail or by express, as the case may be, naming the skates and giving the number, 421, and indicating the size—and you sign your full name and address.

The skates will be forwarded to you *immediately*.

Remember that whatever Prize you order you must give us all the description necessary—if a sweater, the size and color; if a fountain pen, whether fine or stub; if a revolver, what caliber—if the caliber is optional.

## Make Every Copy Count

Vouchers are given you for those POST and GENTLEMAN copies you order in multiples of five (five, ten, fifteen,





twenty, twenty-five, etc.), and those JOURNAL copies you order in multiples of two (two, four, six, eight, ten, twelve, etc.) Any additional copies not enough to make another five or another two will not net you any more Vouchers.

If you sell thirty POST and ten GENTLEMAN copies each week you will get eight green Vouchers. If you sell thirty-three POST and fourteen GENTLEMAN copies you will still get eight green Vouchers. Your increase of three copies of THE POST and one copy of THE GENTLEMAN has not increased your Vouchers. But if you sell thirty-five POST and fifteen GENTLEMAN copies you will get ten green Vouchers.

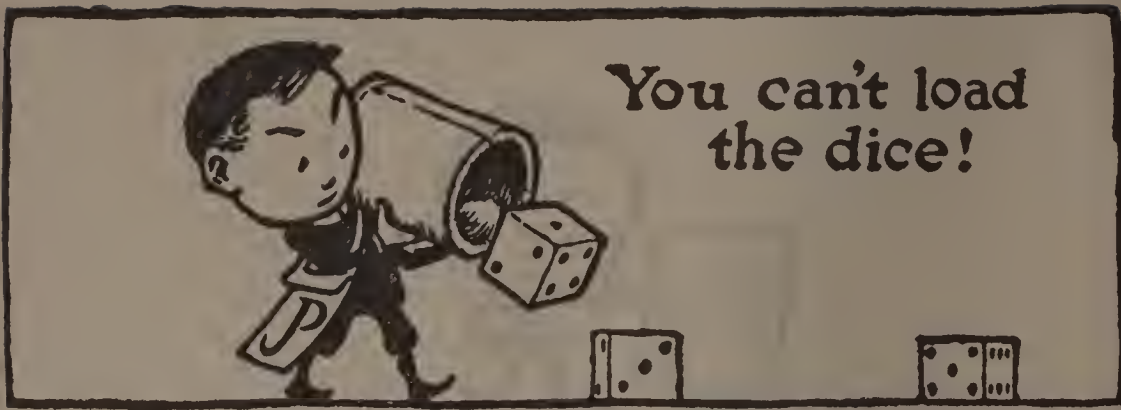
See the point? If you get three more POST customers order five copies and take a chance with the other two. Probably you will be able to sell them. You can use them for samples, anyway, and you'll get an extra Voucher.

The same with THE JOURNAL. If you get a new customer order two more copies. You may sell the extra copy. You may use it as a sample. But you *will* get another Voucher.

And every Voucher counts!

## Fair Play

What *we* want, what we want *you* to have, what we want *everybody* to have, is fair play—a square deal for all. We want you to get your Vouchers. No other agent is to get Prizes for work *you* do—unless with your full consent. No underhanded boy may get them by fraud or theft—and we will see that he does not. But if you wish you may trade your Vouchers to a friend or sell them. You can club together with a chum, or with several other fellows, and



secure a camping outfit or a cement-block outfit or a tool kit or any other Prize that you and your pals want.

We want you to get *what* you want, *when* you want it and *by what method* you want it—as long as it's a square deal for all.



*The End of the Book*

*Make it the Beginning  
of Your Success,  
P Boy!*





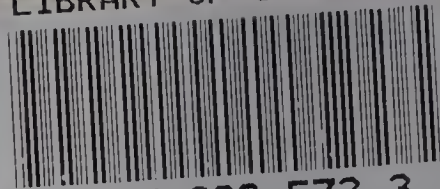






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